

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXXIV.

NEW YORK, FEBRUARY 16, 1911.

No. 7



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FEB 20 1911

GENERAL LIBRARY

This message is for first advertisers.

The first step is vital, yet you are apt to regard it as only experimental.

Beginners often feel that for the first step they need no advice or assistance; they assume an agency would not give them much help until they get started; they believe it unnecessary to consult one when they propose to spend only a little money here and there trying out their proposition; they think that it doesn't matter so much about copy or mediums just so you are advertising; they conclude to spend a little money and if it pays they will become advertisers.

These ideas are very natural, but they are also very misleading.

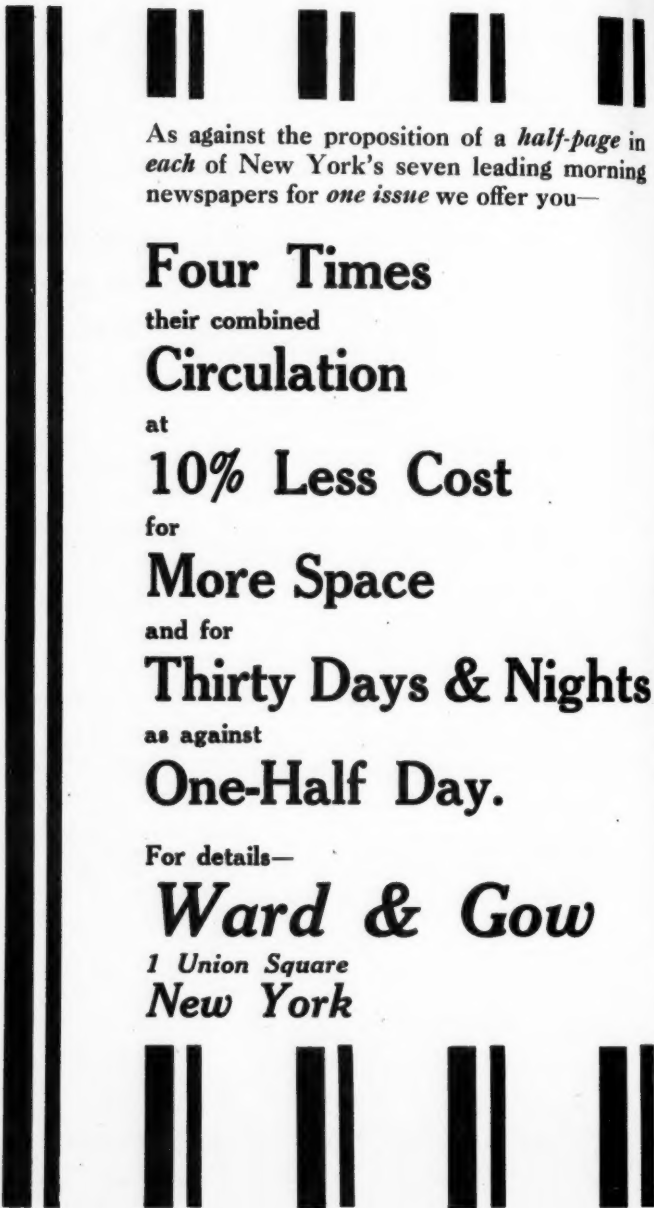
We have the greatest interest in first advertisers. Success depends so much upon the start you make. If there is any line of effort in which experience counts it is advertising. Let us help you with your first experiment—or show you why you should not make it.

Philadelphia

New York

Boston

Chicago



As against the proposition of a *half-page* in  
*each* of New York's seven leading morning  
newspapers for *one issue* we offer you—

**Four Times**

their combined

**Circulation**

at

**10% Less Cost**

for

**More Space**

and for

**Thirty Days & Nights**

as against

**One-Half Day.**

For details—

**Ward & Gow**

*1 Union Square*

**New York**

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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXIV. NEW YORK, FEBRUARY 16, 1911.

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## A CLOSE VIEW OF DISTRIBUTION CONDITIONS IN THE SOUTH.

WHY THE SOUTHERN DEALER IS FAITHFUL TO THE CONTINUOUS ADVERTISER—HIS SOCIAL CHARACTERISTICS CARRIED INTO HIS BUSINESS—NECESSITY FOR GAUGING THE BUYING POWER OF DIFFERENT SOUTHERN SECTIONS—ADVERTISERS AS FACTORS IN SOUTHERN BETTERMENT.

By Charles H. Post,

Advertising Manager, F. W. Devoe & C. T. Reynolds Company, Paints, New York.

[EDITORIAL NOTE.—Mr. Post has at different times in the past few years visited over a thousand towns all through the South. He has investigated trade conditions from Virginia to Texas. His company has realized its present considerable Southern patronage through advertising in Southern dailies and in the weeklies of the "county seat" towns.]

The Southern dealer is loyal. He "sticks." Prove to him the reliability of your goods and the sincerity of your support and you can count upon his faithfulness in the hard, years'-long effort that must precede a complete sales success.

I was chatting with one of our dealer friends in a prosperous little city of central Georgia. A drummer, with his hat tilted back, and with an I-am-carrying-everything-before-me manner, entered. He breezed up to the proprietor and grabbed that gentleman by the hand.

"I'm Blank of the Oronoco Hardware Products Company. Glad to meet you. I've been wanting to make your town for a month of Sundays to let you put in this line of ours. Beats all competitors. Come over to

the hotel and make your selection."

The merchant laughed good-naturedly and said that he was not anxious to put in a new line, for his old ones were selling "right well" and his customers weren't complaining.

The drummer gave him a sharp look and edged up to him. Leaning forward confidentially, he said in a stage whisper: "I understand, old man. I'll make the price right between us. I can make you a *very special* quotation in gross lots that will put the prices of the other fellows in the shade."

The dealer's voice had just a note of annoyance when he replied: "Now you just attend to me, Mr. Blank. I'm satisfied with the goods I am carrying. I have had this house for ten years. They have been square to me, have helped me all they could, have kept up the quality of their goods, have advertised for me, and have been gentlemen in the best business sense. Do you think I am going to turn on my friends? I regret, suh, that I must refuse to look at your samples. It would be a waste of your time."

After the drummer had left, the dealer turned to me and remarked that every few days some manufacturer's representative came in with some new all-winning scheme and with extravagant promises of quality and low price. He said that he had a faith to keep with his customers and with the houses that had served him conscientiously and to the best of their ability.

"I mean to keep up to date," he said, "but I would be a poor Southerner to abandon a tried-out line for an experiment."

The man belonged to one of

the good families of the county. After all, was he practicing a Quixotic loyalty? I do not believe so. The thorough Southerner, dealer or any other worker, has inherited a sense of fair play. Any one who has been through the South knows that the intelligent, well-bred native does not take one into his confidence until that one has proved himself worthy. But once you have passed the test, you are rated as a friend and you must be outrage-

Southern newspapers for over ten years, with steadily increasing sales. It is interesting to examine the sales reports and note how the yearly sales have grown in volume in response to unrelaxing sales effort. The increase is an exhibit of the cumulative power of publicity. It is also a banner witness of the loyalty of the Southern merchant.

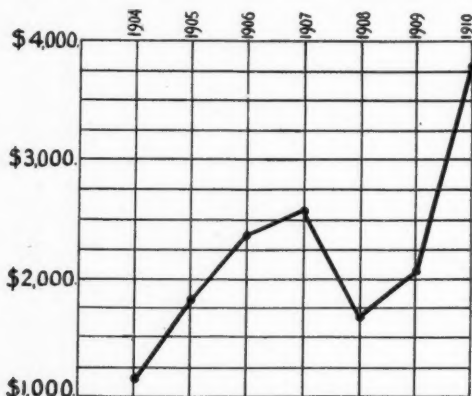
A business traveler in the South soon learns that where there is a good county there is a good coun-

ty-seat town. A thriving town may be taken as evidence of a good buying section around it. It is necessary to understand that the county is the geographical unit, in the popular mind. People say that they live in such and such a "county" and not in such and such a "town."

Trade drifts to these central towns from a comparatively wide area, and this fact makes the physical work of distribution somewhat easier than it is in the North. An advertiser may, therefore, pass by the hamlet and feel assured that he is putting his goods where the best element can secure them by centering wholly upon the newspaper towns.

Dealers fall into two classes, the best and the others. The well-to-do, substantial Southerner buys at the best store. The poor whites and the colored population patronize those stores where low prices prevail rather than quality.

In every town you will find at least one hustling merchant in each line, keen to "get on," anxious to keep in stock brands that will stand the test of use in the really discriminating homes of the well-bred



CURVE OF A TYPICAL SOUTHERN SMALL DEALER'S ACCOUNT WITH DEVOE.

The ascending line is a significant demonstration of the cumulative power of persistent newspaper advertising. It is drawn in exact accordance with the showing of sales in a "county seat" town of central Georgia. The "sag" marks a poor crop year as well as the panic.

ously at fault if you lose his friendship. He carries this characteristic with him into business. He does not have one code of behavior for his social affairs and another for his business dealings.

This fact is of tremendous importance in promoting a sales campaign. An advertiser cannot roll up astounding sales in a month. But he may confidently spend more than his sales amount to the first year in preparing the ground for future returns, and know that the dealer won't forsake him at just the time when at last the campaign is beginning to bear fruit.

The manufacturers of Devoe paints have been advertising in



## Departmental Advertising

is individual with Scribner's Magazine. It is the term applied to a common-sense arrangement—"make-up"—of the advertising pages. It is the grouping together of advertisements of similar character under one heading, displaying these headings and indexing the advertisements.

That this arrangement is appreciated by Scribner readers and enhances the value of the advertising pages to Scribner advertisers is evidenced by many letters Scribner recently received. A few are quoted below:

"As a constant reader of the advertisements in Scribner's, I wish to express my appreciation of your system of classification. I often wish to refer to the advertisements I have previously read and can always readily find them."

"I believe that your new departmental plan is the first application of real common sense make-up in the magazine advertising section."

"Your novel idea of arranging advertisements appeals to me highly. When one has to go about 'fishing' among the different advertisements the thing wanted is often overlooked."

"We believe, as you state, that the departmental classification of advertisements is a very sensible arrangement."

"Your plan is in line with the best experience in newspaper and magazine make-up. Scribner's is to be congratulated on this new enterprise which ought to work out satisfactorily and attractively to advertisers."

Rate, \$300 per page

CHARLES SCRIBNER'S SONS  
NEW YORK

Southern families. Such families are usually independent and are able to buy what they are convinced is good. The wide-awake merchant, therefore, does not find it good business to resort to the abominable trick of substitution. Substitution is practiced, but to a less degree, I believe, than in any other part of the United States.

Here again it is pertinent to remember that the leading dealer is in most cases a member of the same social circles as his patrons. In those circles courtesy and consideration are leading traits. These traits prevail even though a counter separates the customer and the merchant. An insistent desire to substitute would be in the nature of a social solecism, and the Southern gentleman is nothing if not "correct." While this explanation may seem somewhat fanciful, I sincerely believe that it has justification.

In some sections of the South there are stretches that do not invite the advertiser. This is particularly true in the poorer sections of Mississippi, Alabama and Louisiana, where the wants of the rural communities are satisfied chiefly through "supply stores." The farmer brings in his crop and trades it for goods. His need of long credit makes him a poor prospective consumer of advertised brands. He is not in position to choose and he does not choose. He asks for shoes, sugar, paints, or nails, and he gets just those, and he takes what is given him.

The advertiser must pick with discrimination the sections of the South in which to advertise and to invest money in sales promotion. "Supply store" districts are to be shunned. One should divide the South into "buying areas." It is a waste of money to blanket the whole South with an even territorial division of an appropriation. Let an advertiser forget state lines and make for himself a map whereon is plotted the areas of greatest absorbing power.

It is also not without value to keep one's self informed regarding the prosperity of different counties and districts from year to year. One district may be prosperous this year and, owing to a poor crop, may be comparatively poverty stricken the next. I remember that several years ago a county in central Texas was, after a record cotton crop, literally "rolling in money." The residents were buying liberally of every good thing. Five counties away the people were in dire straits. The cotton had failed, practically, and what little there was had to go to market at once to pay pressing bills for provisions and for clothes. A wisely directed Southern territorial campaign should be guided by a knowledge of just such conditions as these.

My company has selected its Southern dealers with discrimination and has received from them some of the best co-operation it has ever had. For instance, there is the matter of

NUMBER OF DEALERS IN VARIOUS LINES IN THE SOUTHERN STATES.

	Agri. Imple- ments	Roots and Shoes	Cloth- ing	Gro- ceries	Fur- niture	Drugs	General Stores	Dry Goods	Hard- ware
Virginia.....	120	275	360	1380	310	520	5090	310	250
North Carolina.....	110	158	240	1009	250	830	4543	210	205
South Carolina.....	40	180	130	523	195	330	3567	215	130
Georgia.....	30	142	280	2819	330	790	6107	530	240
Florida.....	60	90	130	1055	130	380	2488	210	110
West Virginia.....	80	135	218	1344	190	320	4032	110	200
Alabama.....	30	130	210	2160	240	680	4252	400	200
Mississippi.....	20	105	130	1420	150	595	5562	310	150
Louisiana.....	55	155	190	2329	110	540	3560	345	110
Tennessee.....	130	325	365	1638	280	560	5010	500	350
Kentucky.....	220	275	305	2500	250	885	2107	650	420
Arkansas.....	45	91	145	1750	225	850	5103	335	250
Oklahoma.....	270	130	155	1436	241	410	2108	220	530
Texas.....	350	280	500	2754	695	2301	5408	1400	1060
Total.....	1650	2428	3358	28592	3594	9691	58937	5745	4205

mailing lists. In the county-seat towns, where, as I have said, trade from a whole county naturally drifts, our agent frequently has a list of all the good families. He will place this at the disposal of his manufacturing advertiser. A dealer in Georgia not only had a list of names in his own county but also in five nearby counties, which, because of travel routes, were trading tributaries. He used a great many of our electros and regularly wrote asking for leaflets and booklets. We know of others like him and, as we establish ourselves year by year more firmly, they are extending themselves further to do co-operative work.

I am convinced that newspaper advertising is the one medium for satisfactory publicity in those states. The papers at the county-seats have circulations ranging from 1,000 to 3,000. I took the trouble to ascertain how the local paper ranked in the estimation of readers. I found that a prosperous man was a reader of his county, and often his state, newspaper. If a man did not read the newspaper he was almost invariably not prosperous. If he owned property he was not disposed to paint it, for he was generally shiftless and unprogressive. While advertising through outdoor and store signs is still practiced by some national advertisers in the South I should say that there is a growing tendency to advertise in the newspapers instead.

The magazines are negligible mediums in the South. This is particularly true in the smaller towns and the rural regions. One newsdealer told me that he knew there were not more than 130 magazines read in his county. He knew the postmaster and had checked this information to his satisfaction. The local newspaper on the other hand had a circulation of 2,000.

These newspapers carry very little advertising of the great mail-order houses. Indeed, the mail-order competition is inconsiderable. All through the South more trade-marked goods are

finding places upon the merchants' shelves.

The national advertisers have done a great deal to raise the standard of merchandise consumed through the Southern states. When this company first entered the South, old methods were dominant. These have yielded to the continuous publicity of several large national advertisers. The united effort of the paint houses alone has had a wonderful effect. Devoe and its competitors have profited from this educational campaign. Ten years ago our house was selling chiefly its second-grade paint to the South. *To-day all our sales in the Southern states are of our first grade.* Our second-grade paint is not even kept in the warehouses. What better evidence of the development of Southern taste can you find than this fact? Yes, the South is progressing!

And the future? It seems to me that Southerners individually are improving their standard of living and their buying power. There is a strong inclination in some of the states to pass compulsory education laws. If these laws are passed, they will have a direct bearing upon the results of future sales campaigns. Educate man and his wants increase. He wants better things.

There is a great industrial and manufacturing territory in North Carolina, South Carolina and northern Georgia. The "poor whites" of the interior have been drawn upon to work in the mills and the factories. It would be expecting the impossible to count upon these men as buyers of advertised brands. But they are bringing their children with them into the towns and these children must go to school, soon, if compulsory education obtains. They will have the wider outlook that education, even of the common school and the high school kind, gives. They cannot be satisfied with the quality of goods their poverty-stricken and uneducated parents used. They will be numbered among the readers of newspapers and magazines. They will buy trade-marked goods.

## THE THREAT OF THE MAGAZINE POSTAL TAX.

SENATE COMMITTEE'S FAVORABLE REPORT, AND THE ATTACHMENT OF THE PROPOSAL TO APPROPRIATION BILL AS A "RIDER" MAKES SITUATION SERIOUS—RIDGWAY, HAZEN AND J. WALTER THOMPSON ON SITUATION—WHAT TAX WOULD MEAN IN CASH—AN ADVERTISER'S VIEW.

The magazine publishers of the country were rudely jarred out of their feeling of security last Thursday by the news that the Senate committee had reported favorably the bill to increase the mailing rates of the advertising sections from one to four cents a pound. This bill is a rider upon the postal appropriation bill. The first intimation that the measure which has been pressed so hard by the Administration was in critical danger of passing the upper house came Thursday from T. L. Collins, of Butterick's and P. S. Collins, of the Curtis publications, who were on the ground watching developments for the Periodical Publishers' Committee.

Their telegrams to publishers were a call to arms. PRINTERS' INK received one which pictured the situation as follows.

Bill cunningly drawn to insure quick passage. Supposedly friendly Senators against us. Committee stood eight to two. Administration pressing hard. Situation distinctly critical. This means wiping out profits of business. Wire your Senators what it does to you. Bring all influence to bear.

The serious import of this information was strengthened by press dispatches in Friday morning's papers. Those who had not taken off their coats on Thursday afternoon shed them Friday morning and set the telephone, the telegraph and their stenographers to work with a vengeance. Some of them took train for Washington right away to get upon the scene of the conflict that seems sure to precipitate itself when the bill comes to a vote. Senator Penrose, chairman of the Committee on Post-offices and Post-roads, announced that he would call up the

bill for consideration early this week.

There is a proviso in the bill that the increased rate shall not apply to publications mailing less than 4,000 pounds of each issue. Publishers of magazines of the style of the *Woman's Home Companion*, the *Saturday Evening Post*, *Collier's*, *Vogue*, *Ladies' Home Journal*, etc., etc., which give position to advertisements alongside of reading matter, are particularly affected by the ruling of the bill that every page on which there is an advertisement shall be counted as wholly advertising. Publishers of such periodicals as these would accordingly have to bulk the reading matter and the advertisements in entirely separate sections, or else charge a much higher rate for next reading position.

The ramifications of the threat of a postal increase extend even further than is at first apparent. For instance, it will not only affect the copies mailed by publishers, but a portion of the news-stand circulation as well. The news companies mail under second-class laws the magazines going west of Chicago to newsdealers, and they will undoubtedly raise the rate to publishers.

Not one publisher with whom a representative of PRINTERS' INK talked Saturday but agreed that if this measure becomes a law devastation will be wrought among American periodicals. American periodicals were threatened with practical confiscation, in the case of the weaker ones, and with a serious shrinkage in values in the cases of the strong ones.

PRESIDENT RIDGWAY OF "EVERYBODY'S."

President Erman J. Ridgway, of the Ridgway Company, now allied with the Butterick publications, did not mince terms. He said:

"If this bill should pass the Senate and the House and be signed by the President, there would be several violent deaths immediately in the magazine field. I am one of those who were confident that the bill could not pass. It is unbelievable that a Congress composed of American business men

could become responsible for legislation so destructive. Even yet, in the face of the critical developments, I am disposed to a feeling of confidence that the bill can never be enacted into law. The proposition is so unjust as to be grotesque.

"If the worst should happen, the publishers would be confronted with a most vital problem. How could those who were not at once blotted out save themselves?

"The increased cost would have to be transferred to the advertisers or the subscribers or both. I do not believe that advertisers would consent to a further advance in the line rate, at least not

higher price for the splendid periodicals that are being put out by publishers. A raise in selling price, by the copy or by the year, would at once eliminate a respectable part of any magazine's list. The competition between periodicals is strong. Those many readers whose choice is evenly divided as between magazines, or as between magazines and newspapers, with their Sunday magazine supplements, would drop, to be known of the magazine lists no longer. This fall in circulation would still further depreciate the value of the advertising pages.

"Either course which the publisher might take to retrieve him-

(Telegram.)

John Irving Romer, Editor,  
PRINTERS' INK,  
12 West 31st Street, New York.

Am dead against increased postal rates on advertising sections of magazines. It is unfair, unjust, and unwise. It is a tax on information, a hindrance to education. It will increase the already too high cost of living. The people will oppose it when they understand it.

CHAMP CLARK.

an advance that would make good the increased cost of doing business. The point is that the magazines are not competing merely with one another in their effort to secure advertising patronage. There are the newspapers, the street cars, the billboards, etc. A considerable increase in rate would surely cause some advertisers to cease using the magazines and would put a serious handicap upon efforts to create new magazine accounts.

"Could the subscriber be saddened with the increase? Could the news-stand selling price be raised by an amount that would make good the new Government postal levy? I do not believe so, although I have long held that the subscriber should be charged a

self would lead to a serious shrinkage in magazine property values. The increased postal rate on 600,000 copies would cost \$150,000 a year for *Everybody's* magazine alone. This is more than the periodical is making.

"Regard for a moment the harsh unjustness of the Washington viewpoint. This bill might go into effect immediately. But the publisher would not be able to turn himself before several months at least. Present subscribers would have to be served at the old rate till a year had passed. And advertising rates cannot be jumped overnight, either.

"The more I canvass the proposition the more absurd it becomes. It is really so silly as to be inconceivable.

	Weight of Mag. Number	Pages of Straight Advertising	Pages of Part Advertising	Pages of Pure Text	Percentage of Advertising in Number	Approximate Extra Cost of Mailing	
<i>Ladies' Home Journal</i> .....	16 oz.	9	39	23	.67*	\$900,000	(including <i>Saturday Evening Post</i> .)
<i>Woman's Home Companion</i>	17 oz.	10	49	26	.69*	\$165,000	(including <i>American Magazine</i> )
<i>Delineator</i> .....	17 oz.	5	118	44	.73*	\$275,000	(including <i>Everybody's Magazine</i> , <i>Designer</i> , etc.)
<i>Review of Reviews</i> .....	17 oz.	138	—	127	.52	\$30,000	} standard size general magazines will be exempt from the additional tax upon part advertising pages.
<i>Scribners</i> .....	17 oz.	84	—	128	.30	\$25,000	
<i>Motor</i> (Show No.).....	50 oz.	219	—	80	.73	\$100,000	(inc'g <i>Cosmopolitan Magazine</i> and <i>Motor Boating</i> .)
<i>System</i> (Jan.).....	18 oz.	132	—	112	.54	\$10,000	

Total extra annual cost proposed for these magazines, \$1,505,000.

\* These figures include *part* advertising pages counted as *all* advertising, according to the Senate committee's proposal.

"The explanation seems to be that Postmaster-General Hitchcock has not examined into this business of publishing. We may credit him with a sincere and honest desire to lessen the deficit, but he has been most wrongly advised as to magazine profits. His measure is so bereft of business insight that one can only believe that he leafed over the pages of the magazines, noted the page upon page of advertising at what he thought a high rate, and came to the conclusion that here was a big ripe plum to pick. He doubtless convinced himself that periodical publishers are embarrassed with an overplus of prosperity, that should pay a fuller tribute to the postal service.

"Speaking for *Everybody's*, all that we wish is that the Government go into this matter in a thoroughly businesslike way. The Administration should not adopt half-baked theories as established facts. It has on record the report of the Congressional committee made three years ago, when expert accountants examined into this matter and reported against an increase. Senator Carter, who was chairman of that committee, has, I note, now reversed himself. He is one of the men who will not serve after the present session.

"If the second-class rate is increased, some publishers have urged that they might distribute through the express companies instead, as cheaply as heretofore. But would not the express companies immediately raise their

rate, when they no longer had to compete with the post-office? The express companies may know more than we suspect about the influences pressing for the passage of this confiscatory bill."

PRESIDENT GEORGE H. HAZEN OF  
CROWELL PUBLISHING COMPANY

George H. Hazen, president of the Crowell Publishing Company and advertising manager of the *Century* magazine, said: "Congress will, I believe, hear from the People, who will be quick to see the fiction in the theory that the publisher will pay the piper. It will come out of the Public's pockets, and introduce again our old friend, the Higher-Cost-of-Living."

R. J. Cuddihy, publisher of the *Literary Digest*, a periodical which is indubitably prosperous, and with as little to fear as any other from the proposed law, scored the injustice of the proposal.

"The Government is trying to cripple one of the greatest influences for good in American life. Has the Administration so quickly forgotten the tribute that lamented statesman, Senator Dolliver, of Iowa, paid to the magazines, when he said: 'They have been the greatest educational forces in America in the last twenty years'? Who will pay the increase? The advertiser in part, the subscriber in part. What happened in Canada when the Dominion abrogated our understanding with Great Britain about second-class privileges? The Canadian

reader paid the increase. Subscribers there were made to pay an advance of eighty-five cents a year because they had formed a liking for the *Literary Digest*. The Dominion thus imposed a penalty upon the reading habit of its citizens.

"The newspapers are making a serious mistake in not banding themselves unanimously against this threatening danger. *For their turn will come next*. There is no guarantee that the Federal government will put any limits to its regulations of the American press."

John A. Sleicher, of *Leslie's Weekly*, some time ago urged upon the Periodical Publishers' Committee that this bill would surely come up for action at the present session of Congress. But as for himself he said: "The measure would not affect *Leslie's*. *Leslie's Weekly* is an illustrated weekly newspaper, a phrase we have printed from the beginning upon our title page. Newspapers will not come within the scope of the measure."

#### VIEWS OF J. WALTER THOMPSON

J. Walter Thompson, president of the J. Walter Thompson Company gave this statement to PRINTERS' INK:

"The magazines are a big factor, through their advertising columns, in creating first-class mail matter, by stimulating correspondence and orders by mail in response to advertisements, yielding a postal revenue far in excess of the extra amount that can possibly be collected or saved by the change.

"The law would also cut the distribution of products, react upon the parcels-post service, and be a brake upon business generally.

"The point of view and scope of the bill illustrates the folly of saving at the tap and losing at the bung-hole.

"It is the best all-round business killer for the Government and the individual that could possibly be devised."

Some of the cooler heads among the publishers advised

against hysterics. "The ball is a long way from the goal," was the way one man expressed the situation. "The bill is only favorably reported—not passed. It can even pass the Senate without justifying undue alarm. The insurgents will be heard from in the House as certain as fate. They will hear by that time from home. They will also be disposed on general principles to regard this bill suspiciously, arguing that if it passed the Senate, alleged to be composed of plutocrats and workers for the Interests, this would be strong presumptive evidence against the integrity of its underlying motives."

The publishers are therefore strenuously endeavoring to bring educational influences to bear upon the people's representatives at Washington. Big houses like those of Curtis and Butterick are working shoulder to shoulder as they have never done before. The magnitude of the proposed increase is revealed in a telegram from the Curtis Publishing Company to PRINTERS' INK, which is in part as follows:

The passage of this bill would cost our company alone over \$900,000 additional and will absolutely kill many periodicals. It would mean a large increase in cost of advertising to everybody. Please wire your Senator at Washington your most vigorous protest. Situation is critical and immediate action is necessary.

A charge of broken faith is made by Cameron MacKenzie, of *McClure's* magazine. He said:

"All the publishers understood action on this proposed attempt was off for this year. We were taken by surprise from the rear by the unexpected action of the Senate committee."

George P. Metzger, advertising manager of the Columbia Phonograph Company, says, from the viewpoint of an advertiser, "I do not believe the Administration will get the increased revenue it hopes for in the proposed tax on magazine advertising. I happen to know that one large publisher has anticipated a possible prohibitive rate, and has done preliminary work in organizing as many as 1,000 distribution agents."



## DECORATION AND EMBELLISHMENT IN ADVERTISING.

ARTISTICALLY ATTRACTIVE ADVERTISING BOOKS—HARMONY IN TYPE-FACES—TOO NOVEL TREATMENT IN ILLUSTRATION TO BE AVOIDED.

*By Charles King Darrow,*

Formerly Art Manager of the Chase-Winchell Press, and of the American Bank Note Co.

In a consideration of the subject of book decoration and embellishment, as applied to the requirements of modern advertising literature, so much depends on the point of view, that it may be well at the outset to give a little thought as to what constitutes success in an advertising book, and to what extent the decorative features may be made to contribute to it.

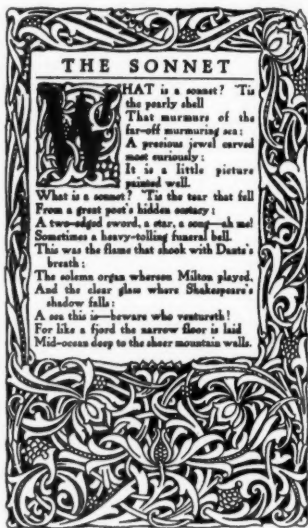
It is obvious that the first appeal to the mind of the reader is in the impression that is made upon his mind by the appearance of the book as a whole, and at first how the book looks is of greater importance than what it has to say. If the appearance of it gives him pleasure his mind is influenced at the outset toward a favorable consideration of the arguments set forth in the text, whereas it may fail of a reading entirely if its appearance be such as to awaken in his mind no interest.

Now, a book may be in its general style and treatment either over the head of the person into whose hands it is placed or he may consider it beneath his notice. It follows then that the artist in approaching the design and embellishment of a successful advertising book should bear in mind, perhaps, first of all, the class of persons whom it is intended to interest, and whose judgment it is hoped to dispose favorably toward the argument presented by the text.

Assuming then that the successful advertising book is the one which, while fully serving the purpose for which it was created, does so in such attractive form

as to give the reader a sense of pleasure in its perusal, let us proceed to a consideration of the subject of decoration and embellishment.

It is Disraeli, I think, who defined success as "the child of audacity," and no doubt the audacious in decoration has its proper use; but to my mind, "consistency" is a better word



AN EXAMPLE OF POORLY DRAWN DECORATION COMBINED WITH TOO WEAK TYPE.

to conjure with in the field of art, and a book that is treated consistently in every detail of its make-up, from cover to cover, in the final test of results accomplished is more likely to prove its worth.

The mistake most common in book decoration aside from the very common one of over-elaboration is, no doubt, the one of inconsistency. How often one finds in books, pretentious and elaborate in their make-up, decoration entirely out of harmony with the type face with which it is used, having no relation to the design upon the cover, or the



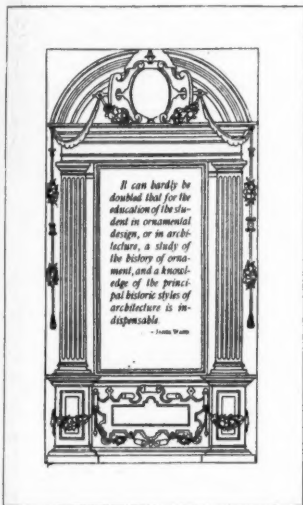
style of the title page. This lack of harmony is very often the result of proceeding with the work of decoration without having first settled upon a consistent scheme of treatment for the work as a whole.

#### THE VALUE OF A GOOD DUMMY.

And here I should like to make a plea for the dummy. What architect would proceed with the erection of a building without first having formed a definite and consistent plan—a plan appropriate to the purpose intended and more or less complete as to details?

In the work of preparing effective advertising literature it is no less essential, and many of the mistakes and inconsistencies apparent in the treatment and embellishment of books would be avoided if sufficient time were taken at the outset to prepare a scheme of treatment for the work as a whole.

The dummy should indicate



A GOOD ARCHITECTURAL FRAME.

(roughly it may be, but definitely) the character of the decoration to be used throughout the book. It should show the kind of stock

to be used both for the cover and inside pages, the kind and size of type, the margins, and the space to be allotted to the illustrations.



Illustrated Trade Catalogue  
of Silverware, Jewelry  
and Fine Metal Goods,  
including a Special Selection  
of Bronzes and Library Novelties  
in Ink Stands and Desk Sets,  
for the Season of 1905-1906.  
Brown & Jenkins,  
480 Pennsylvania Ave.,  
Washington, D.C.

A STRONG HEADING SHOWING DECORATIVE  
ARRANGEMENT OF NATURAL OBJECTS  
AND USED WITH HARMONIOUS  
TYPE IN RED AND BLACK.

There should be a harmony maintained throughout the entire scheme in the relation of the decoration to type face as well as to margins and illustrations, and the scheme as a whole should be consistent with the purpose of the book, the character of the house publishing it, as well as the taste of the public whose interest it is desired to influence.

Primarily, the purpose of decoration as applied to the embellishment of books is to render the work more pleasing to the eye and the perusal of the page more easy and pleasurable, but it is varied in its functions, since it may symbolize as well as decorate, and illustrate as well as symbolize.

It may be treated freely, naturally, conventionally, or geometrically. It may consist of natural forms of objects, of architectural forms, interlacing bands or geometrical shapes; whatever style of embellishment is determined upon as best suited to the work

# Ethridge



Your story sounds so good to you that you would read it with enthusiasm in the form of a stone-proof on the cheapest

kind of news paper.

Other people don't like it that way.

It is your news, and not theirs.

From your natural attitude of deep, personal interest you cannot reach out and attract attention—you must place yourself in the other man's thoroughly careless and uninterested position.

This is a mighty important thing to take into consideration in the preparation of your printed matter.

It must be so clever and so strong as to compel attention and respect from the most indifferent.

For this reason the most careful attention must be given to every branch and detail of the production of a piece of printed matter, no matter whether it be a little mailing folder or sumptuous catalogue—it must always be borne in mind that there is a stiff wall of indifference to be broken down.

We are naturally able to look at a printing proposition from the standpoint of those to whom it is to appeal. This is a point of view which differs from yours and differs almost as widely from that of the ordinary printer.

We should like to have an opportunity to tell you just what course a printing order takes in this establishment and what is done at every stage of the work

to make its success a certainty. Wouldn't this interest you?

...

*The Ethridge Company, Gentlemen:* As usual, you have overwhelmed me with an embarrassing array of designs for magazine advertising, in response to my request.

It is all the more embarrassing because of the beauty and artistic excellence of the designs. I very much appreciate your promptness and courtesy in the matter.

(Extract from letter from Breakfast Food Co.)

...

*The Ethridge Company, Gentlemen:* I should certainly be unfair to myself if I failed to express my appreciation of the conduct of our magazine, which fully equals our expectations and bears the mark of enthusiastic, first-class work.

When I was in your office and saw how you and all of your men work together, I was fully satisfied then of the result.

Will you not express to your office force what I should like to say to them individually were I there in person? We have had very flattering notices by the local papers.

(Extract from letter from Hardware Co.)

...



If the morning mail looks bad don't grouch. Look to your advertising. Are you paying enough for Designs and Copy to warrant a

mail bag filled with orders?

# Shop Talk



The proprietor of a hat store in Hartford pays three dollars for newspaper space and ten dollars for copy to put into it. Incidentally he sells more hats than any store in New England outside of Boston. A word to the wise is unnecessary. . . .

*The Ethridge Company, Gentlemen:* We beg to acknowledge receipt of the advertising designs recently forwarded us. We wish to express our appreciation.

All the work which you have done for us has been extremely satisfactory, and we can cheerfully commend you to anyone needing such service.

*(Extract from letter from large Soap Concern.)*

Better an inch of space with real live interest than a whole page of mere ordinary platitudes. . . .

When you have a "hard" proposition, when you are really hungry and thirsting for the right kind of help that will be valuable from the standpoint of actual experience, the Ethridge Shop is a mighty good place to bring your troubles. . . .



No one can afford to waste valuable space. Even an eccentric millionaire cannot afford to buy a square block in the Wall Street district, tear down the sky-

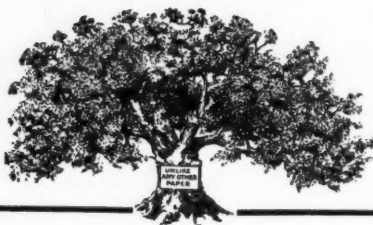
scrapers and lay it out for a cow pasture. Because greedy relatives would seize upon such an act as an evidence of insanity, have him put away, and appropriate his millions for themselves.

Yet there are advertisers who buy the most valuable advertising space and then practically waste it with poor Copy and Illustrations. These advertisers seem to think that, having paid a big amount for the space, they have spent sufficient on the advertisement, and any old ad will do for this space. The number of such advertisers, however, is rapidly growing less. They either see the error of their ways, or their money gives out. . . .

## PRELIMINARY CHARGES

A nominal charge is made for preliminary (unfinished) work. This bill does not cover the cost of preparation of the drawings and payment therefor does not convey possession of either drawings or copy. These remain the property of the ETHRIDGE COMPANY. The preliminary charge stands on each rough sketch not accepted. On accepted designs the bill for preliminary work is deducted from the bill for the completed designs. Alterations are charged on time basis. . . .

**The Ethridge Company**  
**Madison Square Building**  
**Madison Square, North**  
 (25 East 26th Street)  
**New York City**  
 Telephones: 7890-7891-7892-7893  
 Madison Square



## How Farm Journal Readers Buy.

Here's another letter from a FARM JOURNAL subscriber, this time in California, showing how important purchases are made from its advertisers with entire confidence. He renews his subscription to the paper, and adds:

I have bought twelve acres of choice loamy soil, and am going in the floral and nursery business. I have just written to forty-two of your customers (he means advertisers) for orders from 10 cents up to \$400.

FRED HARRIMAN,  
San Diego, California.

The feeling of FARM JOURNAL readers about the paper is fairly indicated by the fact that the great majority of its 800,000 subscribers have paid FIVE TO TEN YEARS AHEAD. Having money, they evidently want to make sure that, whatever happens, the family won't have to get along without the FARM JOURNAL.

Forms for April close March 6, unless all space is taken earlier. Over 800,000, \$4.00 a line. FARM JOURNAL has no advertising solicitors, and yet carries more business (in value) than any other farm paper published. Why? Order through any good agency, or direct.

**WILMER ATKINSON COMPANY**  
PUBLISHERS  
PHILADELPHIA

in hand, once determined it should be carried out consistently in design, method and color throughout the book.

From time immemorial the mind of man has delighted in symbolism, that relation between natural things and the ideal, and the artist has ever found in decoratively treated symbols a field rich in possibilities for charm and suggestion in the decoration of the printed page.

Symbolism of form may be classified under three heads: Natural forms, geometrical forms and mechanical forms. It is not possible within the limited space of a short article to more than indicate a few of the almost endless possibilities in this field of decoration; briefly, however, to suggest a few in each division:

NATURAL.

*Suggesting*  
Lightning.....Wrath, Vengeance  
The Sun.....God, the Source of Light,  
Power, Wisdom.  
Wind.....Inspiration, Divine Power  
Dragon.....Sin, Evil  
Owl.....Wisdom, Learning  
Laurel.....Success, Victory, Reward  
Bay.....Festivity, Joy  
Rose.....Royalty, Beauty  
Willow.....Mourning, Sorrow  
Bee.....Industry

GEOMETRICAL.

*Symbolizing*  
The Circle.....Eternity, Perfection  
The Square.....Truth, Justice  
The Triangle.....The Trinity

MECHANICAL.

The Anchor .....Hope  
The Anvil .....Manufacture  
The Cogwheel .....Industry  
The Arrow .....Speed, Messages  
The Scythe .....Time  
The Scales.....Justice, Judgment

Aside from the symbolic in dec-

Shall I tell you the secret of the true scholar?  
It is this: Every man I meet is my master in  
some point and in that I learn of him.—*Roosevelt*



A CONSISTENT COMBINATION OF TYPE  
AND DECORATION.

oration, we have the decorative treatment of the illustrations themselves.

Improvement in modern reproductive methods by the engraver has made possible many new and

effective results both in line and half-tone, in combination with a single tint and with the use of two or more colors, not possible a few years ago.

There is danger in the too



ow these  
-an Cane to  
Spartan

Five years have now passed since he left us—and the world that will forever love and mourn him. Five times have the seasons run their course since he fell asleep beside the Avon, never to waken more. Five long and lonely years! And yet—and yet—to me it seems that he is never far away. Lonely in body have I been, but never hath my soul dwelt solitary. My grief for him is as no other's; yet my joy is such as none can ever take from me. I was his, he was mine. The world's poet was my beloved, too. It makes me almost catch my breath to say it, and I often marvel why this crown of my life was given me. 'Tis a mystery sweet as strange, a very sacrament of wonder and of love. And a mystery, whether human or divine, we may adore, but never comprehend.

For I was Shakespeare's sweetheart—verily and alone his sweetheart, even after I became his wedded wife. From that first wondrous day when we read in



A HARMONIZING COMBINATION OF INITIAL,  
HEADING AND TEXT.

decorative treatment of illustrations in commercial work. The artist in striving for a novel effect, in his enthusiasm for what he conceives to be originality, may lose sight of more important considerations of purpose and consistency and so detract from the value of his drawings as descriptive illustrations.

As a general proposition, in books where the purpose is to show in the illustrations the character, style and detail of a product, one should not attempt too novel a method of treatment in the illustrations, but rather rely upon some simple form of pure decoration to give grace and beauty to the page, while at the same time helping to support and display both the text and illustrations.

It is true that there is a large field for the use of illustrations treated boldly, decoratively in flat tones and a poster manner, both for the cover and inside pages of books, and many are the modern

manifestations of the varying methods but the application of them should always be consistent with the purpose for which they are used, and determined with a view rather as to whether they will best serve that purpose than solely because they present a new effect in treatment or style.

Originality of design and method is too rare a quality and too fine to be spoken of slightly, or to need any defense when it is genuine and rightly applied; but solely because a thing is novel does not necessarily imply that it will better serve the purpose for which it is used than an older, simpler, or more common form, or method. Perhaps originality is a rather misused term, and it certainly stands for a quality that is least likely of attainment when most striven for.

Certainly it is true that good traditional ornament has the almost inestimable advantage of having been refined through the centuries by the hands of men skilled in its use, and the artist who applies himself to the work in hand in sincerity and earnestness, with a clear conception of its purpose, and a determination to make it serve that purpose to the fullest and to do so in such manner as to give pleasure, can well afford to let considerations of originality take care of themselves, whether the work be the decoration of the pages of a book or the walls of a cathedral.

#### HOUGHTON ON FARM EVOLUTION AND FARM PAPERS.

Speaking before the Detroit Adcraft Club, recently, E. H. Houghton, publisher of the *Michigan Farmer*, made an interesting address on the farm paper.

Mr. Houghton maintains that the farm paper is the farmer's trade paper, and to it is due the credit of raising agriculture from the plane of a mere occupation to the dignity of a profession and with all the commercial importance of a BIG business."

Before the virgin fertility of the soil was worn out, bountiful crops could be secured from the land by the crudest methods—now, however, the farmer must put back into his land just so much as he takes out of it.

This is where the farm paper comes in—it takes up the farmer's problems and thrashes them out scientifically and by experiments and gives to every farmer subscriber the latest new and most

advanced ideas about the tillage of the soil. It tells him in an editorial way what he needs, what his farmer friends are using, and how to apply scientific methods to his particular proposition. The advertising columns, in their turn, tell the farmer where to get the things he needs, what the merits of them are, and why they will bring him bigger receipts at the end of the year.

The old-time farmer was a veritable "robber of the soil." He took everything out and put nothing back in. That's why you find so many abandoned farms in many sections of the country—an unskillful cultivation soon became unprofitable and forced many farmers into other channels of endeavor.

As necessity is always the mother of invention, the old hand methods of the farmers were supplanted by wonderful mechanical reapers, sowers, harvesters and cultivators. The big demand for farm products had to be met, and the farmers were quick to take advantage of every device that would increase their output and lessen the cost of operation of their farms—and there isn't a farmer to-day who doesn't know the use of and the value of scientific farm implements.

"By nature, the farm paper is at once the most available and the most useful avenue for the dissemination of this recently acquired fund of scientific knowledge as applied to agriculture.

"The farm paper performs at the same time the function of a clearing-house for ideas among its readers, the more clearly defining the limitations which must be recognized in the general application of fundamental truths in individual and conditional cases.

"Science provides the basic theory for the best agricultural practices, but practical application is an art in the highest development of the industry, an art which it is peculiarly the field of the farm paper to develop through the medium of its reading columns.

"But the farm paper also keeps the producer in close touch with market conditions—it aids in the development of the art of home-making and house-keeping as well as the science of agriculture, and in the furnishing of clean, wholesome, entertaining and educational reading for every member of the farm family.

"That the farm papers of the country have performed well the functions above described is best proven by their wonderful growth in recent years."

The increase in population has overtaken production to such an extent that prices for farm products have reached a highly profitable level and still greater advancements are assured the farm papers of the country in their splendid, well-directed efforts toward better conditions, greater prosperity and more luxuries for the farmer.

The Fort Worth, Texas, *Star-Telegram* recently gave its second annual banquet to its employees, on which occasion there were more than one hundred present.

The Golane Special Agency has removed to 290 Fifth avenue, New York, from 1 Madison avenue.

## PUBLISHERS RUSH ADVERTISING TO THE BREACH.

CO-OPERATIVE AND INDIVIDUAL CAMPAIGNS IN NEWSPAPERS START THE STRUGGLE—STRONG EFFORT MADE TO LINE UP PUBLIC OPINION.

The first actual steps in Congress toward taxing magazine advertising last week stirred publishers as no other event in decades of publishing history. Display advertising was brought to the breach in an incredibly short time—a matter of hours. The Curtis Publishing Company began at once a campaign of large space in principal cities against the measure.

The Ridgway Company took an entire page of display in newspapers to frankly avow that, as its profits were only \$100,000 a year, and the proposed plan would mean \$150,000 per year extra, the plan was practically confiscatory.

A co-operative advertisement, a full page in size, appeared in Washington dailies, signed by thirty-six magazines and farm papers. F. L. Collins, of the Butterick Company, was the leading spirit in this quick and vigorous campaign.

Another half page was taken in Washington papers by *Wallaces' Farmer*, *Northwestern Agriculturist*, *Wisconsin Agriculturist*, *Southern Periodical Association*, the *Ladies' World* and *McCall's* magazines. The *Wisconsin Agriculturist* said that it would mean between \$10,000 and \$15,000 yearly—"which is more than yearly profits ever were." The *Northwestern Agriculturist* said the increase would mean \$28,800 annually to it.

This advertising bombardment stirred Postmaster-General Hitchcock to action. He vigorously accused publishers of making scads of money, quoting triumphantly from some publisher's prospectuses which are widely known to be highly colored.

Powerful effort is being made to defeat the measure.

## We Establish Custom

Household customs are established by Ladies' World advertising. Our readers habitually use the advertising columns as adviser and friend. They *know* that they cannot go wrong.

Years ago one of our readers in Illinois formed the Royal Baking Powder habit because she saw it advertised in *The Ladies' World*.

"I have used Royal Baking Powder practically all my life and find it to be the best. I have sometimes allowed my merchants to put other powders in with my orders but have always been sorry. It certainly pays to buy the best.

D— M—, Sumner, Ill."

Plain proof, you see, that *The Ladies' World* introduced her to an article that has become a friend. There are many others.

**THE  
LADIES' WORLD  
NEW YORK**



## SOUTHERN GOVERNORS VOICE THE ONWARD SPIRIT.

EXPRESSIONS OF OPTIMISM FROM EXECUTIVES THROUGH "LESLIE'S WEEKLY"—THE RESOURCES OF THE STATES DESCRIBED—PROGRESS IN EDUCATION, INDUSTRY AND MORALS.

Almost without exception the Southern states have elected governors who are voicing the onward spirit. If their words are a true sign, a single theme is running through the policies of all these executives—a greater South. *Leslie's Weekly* has secured statements from several Southern governors, and what they say about Southern progressiveness will be printed in a special Southern issue, April 6th. This symposium will be accompanied by other articles, "every word of which," it is stated, "will be written by Southern experts." Railroad presidents, financiers, and educators will contribute articles on pertinent subjects.

Governor Hooper, of Tennessee, says: "Our gates are open to the capital and labor of the world. There is no state in the Union that to-day offers a more inviting field to the immigrant and investor than Tennessee. Her great and almost untouched deposits of coal, copper, iron, marble and phosphate; her thousands of square miles of timber lands; the tremendous water - power that rushes down her mountain sides, and the hundreds of miles of navigable streams that flow through her fertile valleys, all mark her as the ultimate 'empire' state of the South."

Governor O. B. Colquitt, of Texas, writes in part: "What Texas needs is political peace and legislative rest. . . . Let us devote the time and energy we have to an effort to develop the minds and hearts of our people to a better understanding of the rights of one another."

Governor W. W. Kitchin, of North Carolina, remarks: "In my opinion the people of North

Carolina are perhaps more prosperous than they have been at any other period in the last thirty years. The state is on the upgrade materially, educationally and in every other way."

Governor W. E. Glasscock, of West Virginia, says: "West Virginia is forging to the front along every line which makes a state great and prosperous."

Governor Albert W. Gilchrist, of Florida, says: "More mileage is assessed for educational purposes in Florida than in any other state. In our forty-seven counties there are ninety-three high schools, six colleges, and one university."

Governor Cole L. Blease, of South Carolina, says: "Along all lines our state has prospered. New enterprises are springing up almost everywhere within her borders, and most of those already in operation are succeeding. It is peculiarly gratifying to say that progress along these lines is keeping pace with the rapid material progress of the commonwealth."

Governor Joseph M. Brown, of Georgia, says: "Not since the clouds of war dispersed has Georgia begun a year with more industrial progress and material growth."

Governor Augustus E. Willson, of Kentucky, says: "I am glad to say that the two years ending January 1, 1911, were the most orderly, law-abiding and free from every objectionable or exceptional form of violence or disorder of any two years for thirty years in Kentucky."

Governor William Hodges Mann, of Virginia, says: "We are using the stored energy of generations to push old Virginia forward. We revere the memories and conditions of the past and, remembering what has been done by her sons, we are determined that our state of history and tradition shall be in the front rank of moral, educational and material progress."

Governor Lee Cruce, of Oklahoma, says: "It is not extravagant to claim that no other state in the Union is as rich in varied resources as is Oklahoma."





*The Leaders of the  
Weekly Farm Press*

# Orange Judd Weeklies

425,000 Circulation

known the world over as the leading advertising mediums for reaching the prosperous business farmers of this country. Read by 425,000 live, thinking farmers—and their families—who are making and spending money for the luxuries, as well as the necessities of life, and purchasing "advertised goods" the same as the city people. There is *purchasing power* in the circulation of the

**NORTHWEST FARMSTEAD  
ORANGE JUDD FARMER  
AMERICAN AGRICULTURIST  
NEW ENGLAND HOMESTEAD**

the four weekly farm papers making up the Orange Judd Weeklies. Our readers have explicit confidence in our papers because we guarantee our advertisers' reliability and take no medical, financial, misleading or objectionable advertising.

WRITE OUR NEAREST OFFICE FOR SAMPLE COPIES

## ORANGE JUDD COMPANY

Western Offices:  
1209 Peoples Gas Bldg., Chicago, Ill.  
335 Palace Bldg., Minneapolis

Headquarters:  
315 Fourth Ave.,  
New York

Eastern Office:  
1-57 W. Worthington Street  
Springfield, Mass.

## IS THERE A CURE FOR SUBSTITUTION?

TEN TO SEVENTY-FIVE PER CENT LOSS OF BUSINESS SUFFERED BY MANY ADVERTISERS — SUGGESTION FOR CO-OPERATIVE EFFORT TO CURB EVIL.

By H. M. Horr,

Advertising Manager, The Oakland Chemical Co. (Dioxogen), New York.

From the point of view of the advertiser, substitution includes any and every method of diverting demand created for the product advertised.

The dealer, on the contrary, very often takes a decidedly different attitude. He says that substitution means substituting one article for another *without the knowledge or consent of the customer*. He classes all other attempts to divert demand as *salesmanship*.

If the dealer is right in his definition, then few dealers make a practice of substitution; if the advertiser is right in his definition, then substitution is one of the worst obstacles confronting the present day advertiser. Let the dealer's definition stand and still the advertiser must contend against the widespread attempt on the part of the dealer to divert demand through what he calls "salesmanship."

How is the advertiser going to successfully meet this situation? That it is a question of very great importance is evidenced by the amount of space now being devoted by many advertisers to anti-substitution or "anti-dealers-salesmanship" copy.

In the drug field alone, we have Horlick's Malted Milk, with their "the only original—the only genuine" copy; Vaseline, with their copy aimed at ordinary petroleum jellies of all kinds; Dioxogen, with their "greater strength and purity" arguments as compared with ordinary "hair-bleaching" peroxide; Pond's Extract with their copy educating the public on "why Pond's Extract instead of ordinary witch hazel," etc., etc.

These advertisers and many

others realize that they cannot get the full benefits from creative advertising because of the activity of the retail dealer in diverting the demand their advertising creates. The same situation exists in every line of business. Every advertiser, except the strictly mail-order advertiser, suffers from trade diverting "salesmanship."

Advertisers estimate their loss of business from this source at anywhere from ten per cent to seventy-five per cent, and the worst of it is, the dealer believes he is justified in his attitude.

If any individual advertiser, to protect his business, uses any part of his advertising space to warn the public against "substitution," the dealer at once takes offense; he is more aggressively antagonistic than ever, and the advertiser loses as much as he gains. Why did the magazines give up their joint "anti-substitution" campaign of a few years ago? Simply because they got cold feet; they were arousing "too much antagonism" in the retail trade.

The situation grows worse instead of better, and why? Simply because under existing conditions the balance of power is with the distributor. No one manufacturer is strong enough to make a winning fight against the odds he has to face. True, many advertisers are successful in spite of existing conditions, but how much more successful would these same advertisers be, and how many unsuccessful advertisers would become successful ones, if this one big obstacle could be entirely removed?

*Is there any cure?* Suppose fifty national advertisers would annually subscribe \$5,000 each to a common fund to be devoted to educating the public? Suppose this \$250,000 appropriation should be devoted to advertising the quality, dependability and reliability of all nationally advertised products, without mentioning the name of any single product. Suppose, in such a campaign, the public be enlightened as to reasons why retail dealers prefer to sell unknown, untrade-marked

and unadvertised brands. Suppose the public be taught that an established name, and a price set by the manufacturer, is the best guaranty of quality—of full value. Suppose the public be taught in every possible way to believe in advertised products, and in the quality necessary to make advertising justifiable. In brief, suppose salesmanship be met with salesmanship on a scale that will make things more equal. Would a campaign of this kind, conducted on a big, frank, open and above-board plan have its effect?

Wouldn't it even be possible, in an organized effort of this kind, to supply a sign or some means of public identification to every store whose proprietor would agree to sell what the customer asked for? A penalty for willful violation might be included as a condition of the agreement and a fund established for the prosecution of all violators. There wouldn't be many prosecutions because that kind of publicity would hardly be healthy for any store.

How about it, fellow-readers of PRINTERS' INK? Is such a plan feasible? Is such a plan practical? Would it be worth \$5,000 a year to your firm, or wouldn't it? What are your criticisms? What are your objections? What are your suggestions? Why shouldn't it be done? If it should be done, why can't it be done?

#### RODMAN WANAMAKER BUYS PHILADELPHIA "TELEGRAPH."

The *Evening Telegraph*, of Philadelphia, has been purchased by Rodman Wanamaker from his brother-in-law, Barclay H. Warburton. The consideration has not been made known. John T. Windrim, an architect of Devon, Pa., succeeds Mr. Warburton as president of the company.

Mr. Wanamaker has no statement to make regarding the future policy of the paper or as to what changes, if any, would be made in the executive heads of the paper.

Mr. Wanamaker practically owns the *Philadelphia North American*. The *North American* has long desired an afternoon edition but has lacked an Associated Press franchise.

The Mutual Advertising and Manufacturing Company has been incorporated in St. Louis with a capital of \$300,000 by W. H. Prince, Sam W. Tate, Albert R. Stafford.

"The Standard Paper for Business Stationery"—"Look for the Watermark"

## Infinite Pains to Make Letters Look Right

You dictate carefully. You insist on correct spelling and punctuation. You are doubtless a stickler for mechanical neatness in your letters. How about your stationery? In making letter-paper for you we take even greater pains than you insist on your stenographer taking to get your letter right. It's a staving good typist whose work can compare in intrinsic excellence with

## OLD HAMPSHIRE BOND

Old Hampshire Bond has been as instrumental as the typewriter in placing present-day business correspondence on its high plane of dignity and appearance.

Let us send you the Old Hampshire Bond Book of Specimens. It contains suggestions for letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of Old Hampshire Bond.

Write for it on your present letter-head. Address.



## Hampshire Paper Co. SOUTH HADLEY FALLS MASSACHUSETTS

The only paper makers in the world making bond paper exclusively. Makers of Old Hampshire Bond, "the Stationery of a Gentleman," and also Old Hampshire Bond Type-writer Paper and Manuscript Covers.

Made "A Little Better than Seems Necessary"—"Look for the Watermark"

## THE STORY OF A LIVE SOUTHERN CAMPAIGN FOR LUZIANNE COFFEE.

START FROM VERY SMALL BEGINNING  
—APPEALING TO GOOD TASTE—  
PLANNING ADVERTISING ATMOS-  
PHERE—PURE FOOD HELPS IN-  
STEAD OF HINDERS—UNIQUE AD-  
VERTISING TO JUSTIFY RAISE IN  
PRICE.

The South is generally im-  
agined to be rather devoid of  
national advertisers, yet there is  
a crop of them growing with con-  
siderable rapidity, and there are  
some rather inspiring stories of  
push and achievement in which  
advertising and modern methods  
are figuring prominently.

Wm. B. Reily, president of the  
Reily-Taylor Company, roasters  
and packers of Luzi-  
anne Coffee, and its  
guiding spirit from  
the beginning, came  
to New Orleans from  
one of Louisiana's  
smaller towns where  
he had been quite  
successful in building  
up a wholesale groc-  
ery business.

It was while he was  
thus employed that a  
big idea came to him,  
an idea that impelled  
him to dispose of his  
interests in the groc-  
ery concern, move to  
New Orleans and,  
single-handed, throw  
down the gage of  
business battle to  
competitors long in  
the field and safely entrenched.

As a jobber he had handled  
many brands of coffee packed  
mostly at interior and northern  
points, reaching him by the su-  
perior selling methods and enter-  
prise of their packers. He found  
none of these to brew into the  
smooth, strong, flavorful break-  
fast drink he always enjoyed at  
restaurants and private houses  
during his frequent trips to the  
Crescent City.

He investigated and found that

the New Orleans idea of good  
coffee, transmitted from French  
and Spanish ancestry, was quite  
different from that of the rest  
of the country, and that the fame  
of this distinctiveness had been  
spread far and near by the many  
tourists whose first expressed  
wish upon reaching New Orleans  
was to drink a cup of genuine  
"New Orleans" coffee.

His big idea was to prepare  
a coffee blend after the most ap-  
proved formula handed down by  
local tradition and place it on  
the market in such a way as to  
bring "New Orleans" coffee to  
the tables of the land at a price  
within reach of the humblest  
purse. In other words he pro-  
posed to take to those unable  
to travel that which hundreds  
came specially to New Orleans to  
seek. His selection of a trade-  
mark: "Luzianne" with a picture



ATMOSPHERE OF LUZIANNE COPY.

of an old black "befo' de wah"  
mammy declaring "Dat coffee  
sho' is good," was a most happy  
one.

Eight years ago the Reily-Tay-  
lor Company started business in  
a moderate way. From the first  
Mr. Reily was a strong believer  
in advertising and he to-day is  
the most consistent and persistent  
advertiser of his section of the  
country. Notwithstanding the  
fact that the first year of busi-  
ness showed a deficit of some

# **Your Advertisement Should Be In This Southern Number !**

The April sixth issue of **LESLIE'S WEEKLY** will contain new facts about the new South keenly interesting to Americans in over 300,000 homes from Maine to Texas.

Governors of each Southern state, Southern railroad presidents, noted Southern educators, editors, commercial and agricultural experts and **LESLIE'S** own camera reporters are some of the contributors.

Families of an intelligence to appreciate such editorial matter have the desire and the means to purchase advertised goods.

Your advertisement in this issue will open the gate to a field ready for the harvest.

Circulation guaranteed over 300,000 copies.

Forms close tight March 25th.

## **Leslie's** **ILLUSTRATED WEEKLY**

**ALLAN C. HOFFMAN**  
Advertising Manager  
225 Fifth Avenue  
New York

**CHARLES B. NICHOLS**  
Western Manager  
Marquette Building  
Chicago

\$18,000 or more, he backed up his faith to the extent of doubling his advertising. The second year saw success in promise and the third year, success assured.

About that time connection was made with The Chambers Agency, of New Orleans, who for the past five years have had the direction of all Luzianne coffee advertising. During this period sales have increased from \$8,000 a month to \$100,000, or a total of almost \$1,250,000 per annum of this one Southern brand of coffee.

The Reily-Taylor Company uses newspaper space in such a way as to co-operate with local jobbers and dealers. While they believe small advertisements appearing often on long time contracts to have brought best results, they frequently inaugurate their advertising in a new geographical area by using larger space to commence with. Frequently they use a special half-page spread in the local paper chronicling the fact that the local jobber has just placed an order for one or more solid carloads (30,000 lbs. each) of Luzianne coffee. The smaller advertisements are most effectively designed and are said to have more attention-compelling power than some advertisements four times the size.

Twice during the career of the firm it has been called to face crises in the coffee market or situations that have caused other concerns to succumb or drag out a crippled existence. They have met each with boldness, frankness and good judgment.

For instance, when the Pure Foods law went into effect and the composition of trade-marked goods had to be set forth in the label there was panic among the coffee roasters and packers of New Orleans. For be it known that the genuine "New Orleans" coffee calls for a small quantity of chicory in the blend, and, through ignorance, there is a strong prejudice against chicoried coffee. The intelligent and the posted ones accept the conclusions of the scientists of the U. S. Department of Agriculture in their bulletin on chicory, i.e., that

chicory improves the flavor of coffee provided the coffee is high grade and that chicory neutralizes many of the effects found by some few to be injurious. So when "Javas" and "Mochas" had to be removed from labels and "Coffee and Chicory" substituted, there was a slump in the medium grades of packing coffees—all save *Luzianne*. Its label showed a saving clause: "Luzianne is a blend of high grade coffees with a small quantity of best imported chicory added, not as an adulter-

### An Open Letter to LUZIANNE COFFEE CONSUMERS

Dear Friends:

We feel that we owe you an explanation as to why the price of LUZIANNE COFFEE has advanced recently, for we appreciate your patronage and value highly your good opinion.

Brazil, the principal source of the world's COFFEE supply, has in the interest of its COFFEE growers, passed Valorization Laws to check over-production and limit exportation. In addition, the effects of past crop shortages are being felt.

Necessarily, Green Coffees have advanced in price all over the world. The price of Roasted Coffee, being fixed by that of Green Coffee, MUST follow this advance.

This disturbed condition of the Coffee market has forced a choice of alternatives upon us—either to lower the grade and quality of LUZIANNE, letting its price remain unchanged, or, to raise its price, continuing its present high standard of quality.

To have done the first would have been unfair to you and unjust to its splendid reputation. We, therefore, decided upon QUALITY, FIRST, LAST AND ALL THE TIME, and to the fact of its high and unchanged quality, is due LUZIANNE'S slightly higher price.

Cordially yours,

**THE REILY-TAYLOR CO.**  
New Orleans, La.

HOW THE COMPANY JUSTIFIED RAISE IN PRICE.

ant, but to bring out the flavor of the coffee, as salt does food."

Recently, prices of green coffees have been soaring and the roasted-coffee market has been somewhat chaotic. Coffee roasters were in a quandary whether to raise the price or lower the quality, for both could not be maintained on a parity with those of eight months ago. Either promised a large falling off of trade. The Reily-Taylor Company was the first in its part of the country to take action. It held to quality and raised the price. The character of its advertising suddenly changed. It took the public into its confidence fully and frankly and convinced the consumer that he was being dealt

fairly with—that the advance in price was an honest one, much more honest than to palm off substitutes and lower grades at the old price.

This in short is an outline of the career of this enterprising concern. It stands to-day among the foremost industrial enterprises of New Orleans employing many hundred operatives and keeping a force of thirty-five or more traveling salesmen in the field. And only eight years ago the start was made, so limited that for several months the services of even a stenographer were found unnecessary!

The "New South" and its increasing number of national advertisers is typified in the history of this concern.

Abraham Greenspan, formerly solicitor for the Fairchild Company, publishers of *Men's Wear* and the *Chicago Apparel Gazette*, and the *Daily Trade Record* Company, at the Philadelphia office, has resigned this position to take the position as advertising and sales-manager for Ellis Bros., wholesale hosiery, Philadelphia.

## A ROAST FOR THE SANTO SLOGAN.

DAYTON, OHIO, Feb. 3, 1911.

Editor of PRINTERS' INK:

Surely, slogans are "fearfully and wonderfully made."

I have heard of some jokes that were never allowed out of sight unaccompanied by a glossary, but not until I read (in the latest P. I.) about the Santo slogan contest did I know that even a first-prize slogan required an explanation.

Must be so, for one of the very judges himself in writing about it says: "Get Santo-fied and Be Satisfied" means (emphasis is mine) to get your home or place of business cleaned—whenever people hear it (must be some one is going to set it to music), or wherever they see it they will be reminded that they must clean their homes.

Perhaps they will, but I will bet him "coffee and sinkers" if that slogan ever gets out after dark and wanders very far from his own fireside rug, that somebody will start a curfew bell for brain-fags all right, all right.

And think how Elbert Hubbard, who got away with fourth money, must feel at his rapid rise in the profess. Can't you imagine being startled, some fine morning after, by reading, "Get Fra-rieyed and Be Squatter-ka-dood," meaning that East Auro-ry is only a bit of a ways' out of Buffalo.

GRIDLEY ADAMS.

# The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel



## ORGANIZED PUBLICITY PLANS OF SOUTHERN COMMERCIAL CON- GRESS.

SOMETHING ABOUT HOW THIS ACTIVE UNION OF SOUTHERN BUSINESS INTERESTS IS ACHIEVING THE COMPLETE PHYSICAL RECOVERY OF THE SOUTH—ITS MARCH MEETING AT ATLANTA TO BE A NATIONAL EVENT.

The life and activity of a section of the country is always indicated by its conferences, conventions and co-operative trade enterprises. In this respect the South has been showing phenomenal energy and progressiveness.

The Southern Commercial Congress is a union of Southern business interests, but three years old. Commercial leagues, local ad clubs and civic organizations have made this Congress their point of contact and through it are harmoniously endeavoring to establish for the South the industrial prestige to which its resources entitle it.

The platform of the Congress states that as it believes the South's resources entitle it to a position of national leadership, it is going to set about achieving it. Three conditions are declared to need surmounting: (1) Lack of constructive knowledge; (2) very general distrust of the South; (3) two million sons of the South migrating elsewhere.

Says the platform:

The remedy proposed by the Southern Commercial Congress is publicity—organized publicity. Within the South itself every existing medium must be used for gradually leading to a broadened comprehension of the South's destiny. Outside of the South every existing medium must be used for creating a correct impression regarding the South and thus nullifying the harmful effects of telegraphed disorder which leads inevitably to misjudgment of the South as a whole. This organized publicity can sweep out of the nation's mind the fogs regarding the South. The great resources of the South will then exert their natural pull and a wave of development, vastly more rapid than that already taking place, will be set in motion.

The Southern Commercial Congress is also actively engaged in bringing Southern organizations and owners of real estate into the field of national ad-

vertising, so that general favorable publicity for the South may have its immediate effect by fastening inquiring minds upon definite opportunities.

The officers of the Congress are John M. Parker, of New Orleans, president; David R. Francis, of St. Louis, vice-president; General Julian S. Carr, Durham, N. C., second vice-president; Edwin L. Quarles, Washington, D. C., secretary; G. Grosvenor Dawe, Washington, managing director, and Clarence J. Owens, Washington, commissioner of agriculture.

These men in conjunction with other leaders who are working for the development of a greater South, have arranged a wonderfully helpful programme for the third annual meeting of the Congress to be held in Atlanta, March 8 to 10. It is predicted that this meeting will prove perhaps to be the most important business convention ever held in the Southern states. Among the speakers will be men from the North as well as the South—bankers, manufacturers, publishers and economists. President Taft and Col. Roosevelt will speak. The convention's proceedings will be chronicled the country over as news of prime importance.

The opening addresses will demonstrate that the South as a whole is a unit in this onward movement. Some of the well-known men who will speak the first day are: Secretary of Agriculture, James Wilson, on "The Agricultural Obligation of the South;" Edward Hines, president of the National Lumber Mfrs. Ass'n, Chicago, on "Perpetuating the South's Lumber Wealth;" George Westinghouse, on "Electricity in the Development of the South;" George W. Perkins, of New York, on "Business Efficiency in Southern Progress;" Arthur Kavanagh, cashier of the National City Bank, New York, on "Opportunities in Southern Finance;" and Arthur M. Harris, of Harris, Forbes & Co., New York, on "The Field for Southern Bonds."

The South as a coming factor in the world market will be the theme the second day, when sev-

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eral foreign diplomats and international trade authorities will make addresses, among them Mexican Ambassador De la Barra, French Ambassador Jusserand, British Ambassador Bryce and the Hon. John Barrett, of the Bureau of American Republics.

Col. Roosevelt will speak on the evening of March 9, on "The South's Obligation in Statesmanship and Business Endeavor." Others who will speak the same evening are John Temple Graves, editor of the New York *American*, on "The Promotive Power of the Southern Press;" Atherton Brownell, president Century Syndicate, New York, on "Co-operation in Publicity;" and Col. L. D. Tyson, Knoxville, Tenn., on "The Textile Interests of the South."

President Taft will occupy the stand on the morning of March 10, when the review of the "Business Forces of the South" is scheduled.

Some of the more precise problems in agriculture, commerce, education, forestry, good roads work, health, immigration, mining, insurance and land reclamation will be canvassed by special sections under the supervision of Southern men of standing the evening of March 10.

Characterized as the "South's Higher Thought," the following addresses will be made in the evening of March 10: "Corporations and the Public," by William G. McAdoo, president of the Hudson River Tube System; "The South's Educational Obligation," by Chancellor Houston, of Washington University, St. Louis; "The Citizen and the State," by Governor Woodrow Wilson, of New Jersey; "The Citizen's Neighborhood Obligation," by Mayor Gaynor, of New York; "The Enforcement of the Law in the South," by the Hon. J. M. Dickinson, Secretary of War; and "A Greater Nation Through a Greater South," by President Taft.

Thus the Congress in its three days' meeting will sweep the whole field of possibilities and actualities in the South.



MEMPHIS, "the big, live-wire city," is booming. Thriving and flourishing of itself as a manufacturing centre, it naturally shares in the prosperity of the wonderfully developing section of which it is the centre and market.

Nineteen people out of every twenty in MEMPHIS and vicinity are reached by advertisers through the columns of THE COMMERCIAL APPEAL.

How much can the average advertiser afford to pay to reach that lonesome twentieth?

There are nearly 9,000 homes in the city of MEMPHIS alone, in which THE COMMERCIAL APPEAL is the only daily newspaper regularly taken. Can they be profitably ignored?

In circulation and as a newspaper product, THE COMMERCIAL APPEAL leads the South. In round figures, it puts out over 50,000 copies daily, over 80,000 Sunday, and its Weekly circulates among the farmers and planters of the Southwest, over 90,000 copies each issue.

A magnificent field and a thoroughly effective and economical advertising medium.

We have convincing facts and figures in abundance and will produce them any time, anywhere, you say.

THE JOHN BUDD COMPANY

Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

## How a Big National Advertiser in One Year Trebled His Business in the Small-Town Field

One of the biggest advertisers in the country has *trebled* his business among dealers in cities and towns under 25,000, in scarcely more than year.

His sales in the small-town field have jumped from 14% to over 50% of his total volume.

He did it by spending part of his advertising appropriation in magazines which circulate exclusively in the small-town field—by *concentrating* upon this field.

Needless to say, the first magazine on this list of small-town media was *THE PEOPLE'S HOME JOURNAL*.

Any representative of *THE PEOPLE'S HOME JOURNAL* will tell you the name of this advertiser and further details about the campaign.

## Stampede for Small-Town Field

National advertisers have awakened to the fact that the small-town field offers them their biggest market. Here their advertising shows immediate results in the way of *increased* sales. And *THE PEOPLE'S HOME JOURNAL* covers this field effectively and economically.

Scores of nationally-known manufacturers now carry advertising regularly in *THE PEOPLE'S HOME JOURNAL*. Every issue numbers new "converts."

Among the products now advertised regularly in *THE PEOPLE'S HOME JOURNAL* are:

Quaker Oats Products	Shaker Salt	Ostermoor Mattresses
Diamond Dyes	Sanitas Oilcloth	Pear's Soap
Postum Cereal Products	Lifebuoy Soap	Palmolive Soap
Swift & Company Products	Old Dutch Cleanser	American Telephone and
Nestle's Food	Van Camp Pork and Beans	Telegraph Co.
Rogers Bros. 1847 Silverware	N. K. Fairbank Products	None-Such Mince Meat
Crystal Domino Sugar	Colgate & Company Products	Standard Varnish (Elastica)

And a large number of others

## Leading Publication in the Small-Town Field

There may be a difference of opinion as to which is the leading woman's national magazine, the leading weekly magazine, or the leading standard magazine, but in the small-town field *THE PEOPLE'S HOME JOURNAL* is universally known to be the *leading publication*.

Its prestige, reputation and standing are undisputed. It has won first place with advertisers because it has demonstrated over and over again that it brings remarkable returns.

No discreet advertiser would attempt to cover the small-town field without using *THE PEOPLE'S HOME JOURNAL*.

### Why?

*THE PEOPLE'S HOME JOURNAL* has a circulation of more than *nine hundred thousand*.

Ninety-four per cent. of its readers live in towns under 25,000.

These readers are, family for family, bigger and more versatile buyers than the average large-city family.

And they comprise the *better* class of small-town families.

All subscriptions are *paid in advance*—every copy reaches a *home*.

Send for sample copy of *THE PEOPLE'S HOME JOURNAL*, analysis of circulation, rates and other data. Address

# THE PEOPLE'S HOME JOURNAL

*Established 1885*

**F. M. LUPTON, Publisher**

*(Incorporated)*

**NEW YORK**

**J. P. BALMER**  
Western Manager  
Chicago

**Jos. A. MOORE**  
Advertising Manager  
New York

## THE VITAL LACK IN FURNITURE SELLING.

JOB-LOT DEALERS, SHORT-SIGHTED MAKERS, CHEAP, UNMARKED GOODS, ALL CONTRIBUTE TO LOW GENERAL CONSUMPTION OF FURNITURE—THE POWER OF HONEST MERCHANDISE HONESTLY MARKED AND SOLD—ADDRESS BEFORE NATIONAL RETAIL FURNITURE DEALERS' ASSOCIATION, COLUMBUS, FEBRUARY 8TH.

By O. H. L. Wernicke,  
President, The Macey Company, Grand Rapids, Mich.

Much of the furniture made in America, and the manner of its exploitation, is not of the kind and character that brings cheer to the consumer or increases his desire for more. On the contrary, the consumer dreads the very idea of buying furniture. He doubts his own judgment where furniture is concerned, and is distrustful of the producer, not only as to knowledge, but also in matters of honesty. He buys with great reluctance, as a child takes castor oil.

When we producers learn to make and exploit furniture that will be pleasant to take and inspire the consumer with trust and confidence, he will spend more money for it and our present troubles will vanish.

One of the greatest evils, in the furniture trade, is the "job" or "close-out." Every bargain sale of furniture is a deadly dagger's thrust into the vitals of public confidence, where furniture and furniture producers are concerned. It is an admission that regular prices on regular goods are a fraud. The thirty-day semi-annual clearance sale—if it means anything at all to the consumer—means that we are honest one month and pirates the other five.

Is it any wonder, then, that business is dull during the five months while we fly the black flag with skull and cross-bones from our top-gallants? I know that in your minds this condition is so widespread and so deep-rooted that no easy solution of it

is at hand; but I am convinced, from my own experience, that this disgraceful state of affairs can be remedied.

No one has ever heard of "jobs," "close-outs" or bargain sales of Macey bookcases, Bissell sweepers, Steinway pianos—and I don't believe any one ever will. There is no excuse for any furniture, worthy of the name, being hawked about like eggs of ancient vintage.

The very essence of furniture sentiment is permanence. We expect to change our food and clothing with the seasons, but we think of furniture as something to keep a lifetime; and whenever its style, quality and methods of its exploitation fail to square with this idea we cannot blame the consumer for harboring feelings of doubt and distrust which, like an involuntary spasm, contracts the fingers which hold the almighty dollar.

Good furniture need not be high-priced. There is a wide difference between *cheap* and *inexpensive* furniture. One is a cheat—the other a challenge!

There is no such thing as comparative values in furniture. All of it is a matter of sentiment, a luxury, a desirable convenience, perhaps—but not a necessity.

There never were two pieces of furniture one just like the other, and there never will be. Every piece has an individuality; the difference may be slight, but it exists. Every piece of any given pattern, made by the same hands, is different from every other piece; and those of different makers vary so widely, in so many respects, that each can be made the subject of a different story so full of truth and human interest that its sentimental value, to the consumer, will be very largely increased.

But we must know how to read the story, and when we have read it we must know how to tell it, with interesting and convincing truthfulness. The associations which go with the production of good furniture are so replete with facts which appeal to human sentiments from first to last, that they

never fail to arouse the desire to possess.

We must learn more about furniture and think less about the price before we can induce the consumer to spend two dollars for furniture in place of one.

There is no other household commodity about which so little of real human interest is talked and written than about furniture. Our hundreds of really talented designers of furniture are like a lot of clams. They seem to fear discovery and take pains to conceal what they know. The result is that the furniture industry in America is being starved and stunted for the want of literature and ideas which could lead to enthusiasm and a more lively interest in the subject by the consumer.

The people buy mostly what they want—not what they need. They want furniture at the rate of about one dollar and fifty cents a year for each person, and I sometimes wonder why they want even that much when I consider the ways of the producer. Why, even the theaters, saloons, travel, millinery, and a lot of other things cost the nation more than its furniture, because the public is made to want them more.

If you merchants will agree with each other to buy only good furniture, and learn to talk good furniture, even though it be of the least expensive kind, you will soon command the increased respect of the consumer and get more of his money. And when you do that, your troubles will disappear and something like real enthusiasm will take its place.

When you buy a piece of furniture, get a truthful and interesting story with it; about its history, its design, its builder, its wood and general characteristics, including their motives and development. You should get the main points from the maker, in writing, and every salesman in your employ should be a walking encyclopædia of furniture facts and an authority in matters of harmony and decorative effects.

Real knowledge that interests people never fails to get the money and with profit. If the members

# Intelligence

Intelligent  
women read *The  
Woman's Home  
Companion*  
because *The  
Woman's Home  
Companion*  
presupposes  
intelligence and  
caters to it.

Do you cater to them?

of your association would combine with some live manufacturers, in promoting lectures, accompanied by stereopticon views of furniture in colors and of house furnishing, they would draw crowds in every town and make people talk and think more about furniture.

The people who have money spend it usually for the things they think and talk about the most.

The average furniture store is a nightmare. It is dingy, cold and uncomfortable, like something dead or dying. Some furniture merchants even combine undertaking with their business—probably because the furniture business doesn't pay. Imagine yourself buying furniture from the solemn old owl who buried your best friend the day before! The combination gives me the blues, and when I feel that way I don't want any furniture.

Until the maker of furniture is wise enough to put his mark on what he creates and puts a price on it, supported by reasons, that will leave the merchant a fair profit, the cut-throat methods which we complain of will continue in spite of all that your association can do.

Some few manufacturers have learned this lesson and others are learning it; and when the merchants begin to see that it is also to their interest and shall demand it of the manufacturers, the snides, cheats and incompetents, in both branches of furniture production, will disappear.

To my way of thinking, the principal thing the matter with the furniture business is that there isn't enough of it; and the reason for this is that there is too much of it that isn't worth while.

Retail merchants must share responsibility with manufacturers for unsatisfactory conditions wherever they exist and whatever they may be; and until we come to realize that all improvements must come as a result of helpful, intelligent co-operation between maker and seller, all progress toward better conditions will be slow and disappointing in its results.

There are but two controlling forces which go to make up the sum and substance of the furniture business, the consumer—who is the real autocrat—upon the one hand, and the producer upon the other. The word producer includes everybody and everything that has to do with furniture from its inception, through all the stages of manufacturing and distribution, including the handling of it by merchants, until it has been delivered to the consumer, is paid for and has given satisfaction.

#### NEW ORANGE JUDD QUARTERS IN NEW YORK.

Thomas A. Barrett, treasurer of the Orange Judd Company, announces that the company, with its sister organization, the Phelps Publishing Company, has moved its New York offices from 439 Lafayette street, to the newly constructed Ashland Building at 315 Fourth avenue.

This well-known agricultural paper combination includes the four Orange Judd weeklies—*American Agriculturist*, *Orange Judd Farmer*, *Northwest Farmer*, and *New England Homestead*—and the leading agricultural semi-monthlies, *Farm and Home*, and the *Dakota Farmer*.

The Orange Judd Company has been in existence for about seventy years, and this is only the fourth time it has moved its New York office. It has been at its recent address for over twenty years.

#### CHAMBERS AGENCY INCORPORATED.

The Chambers Agency, of New Orleans, established by Henry E. Chambers, five years ago, has been incorporated under the laws of Louisiana with a paid-up capital of \$25,000. Mr. Chambers is president of the new concern, D. W. Pipes, Jr., vice-president; Stuart O. Landry, secretary; and W. Elliot Jones, treasurer. These, with John Taylor Chambers and D. W. Pipes, will constitute its board of directors.

#### NEW MEMBERS OF AD MANAGERS.

The newly elected members of the Association of National Advertising Managers are:

Fred. M. Webster, advertising manager, American Writing Paper Company, Holyoke, Mass.

George A. Weinman, sales and advertising manager, Lord & Taylor, New York City, N. Y.

S. C. Erlanger, publicity manager, The B. V. D. Company, New York.

G. B. Sharpe, advertising manager, DeLaval Separator Company, New York.

# WHY

## THE OMAHA DAILY NEWS

Is the best advertising buy in Omaha  
and Nebraska

	Ave. Cir.	Adv. Rate	Per Inch Per 1,000
<b>THE DAILY NEWS,</b>	<b>61,598</b>	<b>1.12</b>	<b>.0181</b>
<b>WORLD-HERALD,</b>	<b>51,259</b>	<b>.98</b>	<b>.0191</b>
<b>THE BEE,</b>	<b>42,404</b>	<b>.98</b>	<b>.0231</b>

That this is fully appreciated by the  
Omaha merchants is shown by the  
gains in local display advertising  
over a year ago.

**January 1911, 260,087 Lines Local**  
**January 1910, 192,668 Lines Local**

**And 11,270 lines of liquor and  
medical ads were refused.**

The only Omaha paper that carries  
the advertising of all four of the big  
stores—J. L. Brandeis & Sons, Hay-  
den Bros., Bennett Co., and Thomp-  
son, Belden & Co.

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**C. D. BERTOLET**  
1105 Boyce Building, Chicago

**JAS. F. ANTISDEL,**  
366 5th Ave., New York

**OSCAR DAVIES,**  
Gumbel Bldg., Kansas City



## HOW RALSTON'S IS TRYING TO "COME BACK."

A SPECIAL "RALSTON WEEK," SIGNALIZED BY A NEWSPAPER CAMPAIGN, AND FLAVORED WITH A DASH OF SCARFINS AND CUFF LINKS FOR THE GROCER—THE RALSTON "FAMILY OF PRODUCTS."

By Raymond W. Gage.

Enter jewelry in the form of stick pins and cuff links to make the grocer and his clerks active in displaying and selling an advertised breakfast food, which is making energetic efforts to capture as much or more of the breakfast food supremacy as it once boasted.

The concern thus offering a premium for the retailer's co-operation is not an upstart, eager in its new enthusiasm to mortgage the efforts of the grocer for a specified period, but the established Ralston Purina Mills, of St. Louis, manufacturers of the Ralston Health Food.

The advertising and the dealer work centered upon "Ralston Week," which happened, as a matter of fact, to be two weeks, January 15th to 28th, just passed. Plans had been worked out well in advance for a heavy cannon-ading from coast to coast. A third cover advertisement in the *Saturday Evening Post* was the first boom and this was accompanied and followed by the musketry fire of advertisements in 120 newspapers of seventy-five cities, large and medium.

Reprints of the *Post* ad were shipped to dealers, who were asked to stick one of them in the window for customers to see. This "sticker" thus put the dealer in the way of turning to advantage

the advertising in the local dailies. The salesmanager explained through leaflets and form letters that a hearty co-operation on the part of dealers would serve to start the ball of larger sales to rolling, and that the impetus thus given would insure increasing sales indefinitely, for a thorough campaign is ahead.

The dealer would not be quite human who could overlook the offer of jewelry. "Just make a pyramid on your counter of twelve to thirty-six packages of Ralston's, send us a card that you have done this, and this Russian scarfpin, whose picture you see here, is yours." This same scarfpin was offered to the grocer's clerks who should succeed in selling twelve packages during "Ralston Week." The clerk who should sell twenty-four packages during this "week" would be given "free" Russian scarfpin number two, as well as a pair of good cuff links.

There was a little flirt to the tail of this offer, which might be called a "by-product" of this sale-

**50 tempting breakfasts for 15¢**

"Ralston's Breakfast Food in condensed form—a 15¢ package, when cooked, makes fifty good sized servings—less than one-third of a cent per dish."



**Ralston's Breakfast Food**

is a good, solid, convenient source of natural wheat flour with all the nutrients of the whole wheat left in. Made of the finest, hard winter wheat. Quickly cooked. Easily digested. Great for children. Better than meat or eggs.

RASTON PURINA MILLS, St. Louis, Mo.  
Purina World's Greatest Food  
Wholesale and Retail Dealers  
Listed in the Yellow Pages  
and for the International Code



A FEW OF A GOOD-LOOKING SERIES.

week plan. The clerk was required to fill out a card, giving the names of the customers he had sold, as well as their addresses. Supposing that a respectable number of clerks succeeded in winning prizes, these names, flowing into the St. Louis office of the manufacturer from the four points of the compass, would form a very attractive mailing list, whose special value in the eyes of the



management would be self-evident.

The special features of this new development work were given strength by an exposition of the profit that lies in consistently pushing Ralston's. Prices per case were quoted, window displays were promised to those who would ask for them and an unqualified guarantee of the keeping qualities of the food was made.

The Ralston Company, by the way, is an advocate of the "free deal." Two free packages of Ralston's go with the purchase, at \$4.50, of one case; four with two cases, and ten free packages with a purchase of five cases. Ralston Purina Mills thus take their place with the United Cereal Mills (Egg-o-See, E-C Corn Flakes, etc.) in advocating and practicing "free deals."

The manner in which the word "free" is employed in the special literature mailed to dealers in this campaign might easily be criticised by those who have their cudgels out against this advertising term. As a matter of fact the jewelry offered to the grocer and his clerks by Ralston's is *not* free, although the circulars say it is. If the grocer and his assistants are to win the stick pins, they must pay for them with valuable service. To be sure, no money is passed. But there is a consideration of service, which the manufacturer probably rates more highly than the cash value of his jewelry.

This campaign is intended to be a stimulus for the whole Ralston family of products, and not merely for the Health Food. The health food is the wedge to make the sales opening into which Ralston Hominy Grits and Purina Whole Wheat Flour may also enter.

Besides the special advertising in the newspapers and the one weekly named, other Ralston advertising is appearing in the *Ladies' Home Journal*, the *Woman's Home Companion*, the *Youth's Companion*, *Good Housekeeping*, and *St. Nicholas*. The Ralston Company believes that it can accomplish sales by appealing to the



The largest two advertising agencies in the United States, one whose greater volume runs to general publicity lines, the other, to mail order business, are spending thousands of dollars each month in the advertising columns of



and they are constantly increasing the figures.

No. 1, became a firm believer in the publication's advertising value after a thorough and painstaking investigation, which not only included the home office and every department of it, but extended to scores of communities in several cities where the paper circulates.

No. 2, has its own record of results on hundreds of advertisers covering a number of years, a record so convincing to them that GRIT invariably finds its way to an early place on nearly every mail order list they make up, and actually holds the often abused "try-out on new copy" position, GRIT'S consistent performance being a splendid gauge and justifying this agency's oft repeated remark, "If it doesn't pay, it's the scheme or the copy."

Every advertising agent knows GRIT'S reputation. True, they have not all gotten into the habit of using its columns as the two agencies referred to above. That may be a reflection on us or on them, it certainly is not on GRIT, with its more than 240,000 weekly circulation and constant demonstration of ability to deliver the goods.

If you want facts and figures, we are at your service any time, anywhere.

#### THE JOHN BUDD COMPANY

*Advertising Representatives,*  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

youngster as well as to the mother and the father.

The magazine and the newspaper advertising has been written after the usual "hunger-creating" style, with a picture of the Ralston Miller frequently showing through a savory cloud of steam curling upward from a dish.

The dealer was enlightened regarding all phases of the Ralston advertising. According to reports this special sales-week work was decidedly effective. It marks a step forward in the serious effort of the Ralston company to "get back." For reasons best known to themselves, the directors of the Ralston company have been resting on their oars for a considerable period. Vigorously advertising newcomers have pushed ahead and have evidently made their competition seriously felt by the Ralston people. To regain their former standing, the company has outlined a consistent advertising campaign. It seriously means to gather again whatever headway it has lost.

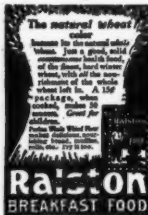
It will be interesting to note the cities in which newspaper activity is going on. The cities used were selected for the fact that they constitute the important jobbing centers of the East and Middle West:

Boston,  
Portland,  
Bangor,  
Concord,  
Manchester,  
Burlington,  
Lowell,  
Springfield, Mass.  
Worcester,  
Hartford,  
New Haven,  
Bridgeport,  
Providence,  
Birmingham,  
Little Rock,  
New York,  
Albany,  
Binghamton,  
Brooklyn,  
Buffalo,  
Syracuse,  
Utica,

Columbus,  
Springfield,  
Youngstown,  
Indianapolis,  
Evansville,  
Richmond,  
Terre Haute,  
Muncie,  
Detroit,  
Grand Rapids,  
Saginaw,  
Milwaukee,  
Louisville,  
Memphis,  
Madison,  
Superior,  
Minneapolis,  
St. Paul,  
Duluth,  
Chicago,  
Springfield, Ill.  
Peoria,

Rochester,  
Newark,  
Trenton,  
Philadelphia,  
Pittsburg,  
Reading,  
Knoxville,  
Atlanta,  
Harrisburg,  
Lancaster,  
Scranton,  
Baltimore,  
Washington,  
Richmond,  
Charleston,  
Wheeling,  
Cleveland,  
Toledo,  
Cincinnati,  
Dayton,  
Chattanooga,  
Nashville,

Decatur,  
Rockford,  
Danville,  
Fargo,  
Omaha,  
Champaign,  
Bloomington,  
Sioux City,  
Council Bluffs,  
Des Moines,  
Ottumwa,  
Marshalltown,  
Cedar Rapids,  
Clinton,  
Burlington,  
Davenport,  
St. Louis,  
Kansas City,  
St. Joseph,  
Denver,  
Keene,  
Eric.



SOME COLUMN ADS DESIGNED TO STAND OUT.

#### FAMINE OF BIG MEN, CHALMERS SAYS.

"America's business world is suffering from a famine of high-priced men," said Hugh Chalmers, president of the Chalmers Motor Company, in an address on "Advertising and Salesmanship" to an assembly of over 300 members of the Illinois Manufacturers' Association in Chicago, January 31st.

"Five great M's go to make up the problems of every business man in the country to-day," said Mr. Chalmers. "They are money, materials, machinery, markets and men—and the biggest figure in the problem is men. Really valuable men, high-priced men, are the hardest things to get of all the things we manufacturers need. Men, in the mass, are the cheapest things in the market. There are too many \$5,000 men, and too few that are worth \$10,000 a year."

#### NEW CONTRIBUTING EDITOR IS BONAPARTE.

It is announced that Charles J. Bonaparte, secretary of the navy, and attorney-general in the Roosevelt administration, will enter daily journalism as contributing editor to the Baltimore *Evening Sun*. Though a Republican in national politics, Mr. Bonaparte is an independent in local affairs, and an ardent civil service and municipal reformer. He is president of the National Municipal League.

The Joliet, Ill., *Republican* has sold to the Joliet *Herald* and Joliet *News* its subscription list and advertising contracts, and has gone out of existence.

There are dozens of general magazines—there is only one

# *Popular* MAGAZINE

Its 400,000 Circulation reaches two million readers, who are the kind of Americans advertisers want to reach

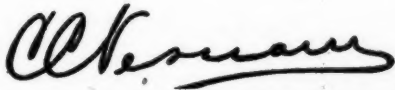
You would not buy a bond simply because it is a fine piece of engraving. It is the value *BACK OF THE BOND* that leads you to make the investment.

Why not buy advertising on the same basis?

The Popular Magazine does not print the most ATTRACTIVE LOOKING magazine published, *BUT* it does print the BEST fiction to be had in ANY MAGAZINE PUBLISHED IN AMERICA.

400,000 people pay 15 cents for it twice a month because they know this, *BUT* we want to convince advertisers that these 400,000 buyers of the Popular are all ABLE to buy advertised goods.

Ask us to mail a copy of our NEW BOOK to you.



79 7th Ave., New York

AINSLEE'S—POPULAR—SMITH'S—MAGAZINES

## IS ADVERTISING A BUSINESS OR A PROFESSION?

WHY SHOULD THE ADVERTISING MANAGER CALL HIMSELF PROFESSIONAL, AND NOT THE SALES-MANAGER?—THE GREAT VARIETY OF THOSE CALLING THEMSELVES "ADVERTISING MEN"—LACK OF JUSTIFICATION FOR THE TERM "PROFESSION."

*By A. C. Carruthers,*

Advertising Manager, National Meter Company, New York.

The status of advertising as a calling is at present a matter of opinion.

Advertising men themselves are entirely divided as to the classification of their chosen field.

Some claim it belongs in the sphere of business, others are equally decided that it constitutes a profession. This existing diversity of opinion belittles the dignity of advertising, creates false impressions in the minds of men not versed in advertising, and sometimes begets mistrust, for a man, when considering employing advertising in his business, usually prefers to know whether he is dealing with professional or business men.

I remember an incident which occurred in my experience and which typifies the effect this state of affairs has upon some men. The general manager of a large agency was consulting with a prominent manufacturer regarding an advertising campaign. The solicitor who had called on this man had aroused his interest and belief in advertising, and the manufacturer was about ready to make an appropriation for a campaign. He asked quite innocently for some information and was informed by the big agency man that "we cannot comply with this request, for we should not be professional men if we did; you must retain us first." "Oh, you are professional men,—I beg your pardon. I thought you were business men. Well, I am convinced of the fact that no professional

men can solve my selling problems. Good-day."

As before mentioned, the status of advertising is at present a matter of opinion—but this matter cannot be settled by opinions. Judged by the standard of requirements of the established professions, advertising does not appear to qualify as a profession. It does not require an entrance examination, prescribed course of study at a recognized institution extending over a period of years, a qualifying examination, and certificate to practice. Men of almost every existing professional and business experience, from college professors and bank presidents to the recently graduated office boy, are found within its ranks and who became "advertising men" with scanty knowledge of what constitutes advertising. The term advertising is a composite one. It embraces distinct fields whose lines of demarcation are clearly defined. Thus an advertising man may be: A periodical, street car, or billboard advertising solicitor, or manager. An agency solicitor, copy, plan, merchandising, or art man. An advertising manager for an advertiser.

There are other vocations connected with the advertising departments of large advertisers and periodicals, and also agencies which are included under this generic term. The amateur advertising designer calls himself an advertising man; so does the vendor of space for a world-beating contrivance to utilize wagon-wheels to advertise.

For some reason the advertising space salesman and the agency service salesman are known as solicitors or representatives.

A man who offers a commodity for sale is a salesman pure and simple, no matter what his product may be, advertising space, advertising agency service, cash registers, office appliances or automobiles. Every visiting salesman is a representative and when he calls for the purpose of securing orders for his product he is obviously a solicitor. Many men

who employ salesmen are at a loss to know the reason for these designations of space and advertising service salesmen.

A salesman is considered a business man the world over, and therefore to classify him as a professional man is contrary to an accepted and universal custom.

Men employed in the copy, plan, merchandising or art departments all bend their energies toward the production of advertising—the product. Copy is one argument; the most favorable avenue of approach another; the consideration of market conditions, competitive brands and distributive policies another; illustrations or art work a reinforcement of the copy, or as is sometimes the case it occupies the dominant position in the advertisement. These are the practical materials which build the advertisement in the selling-by-print method. All have their analogies in the selling-by-man form of salesmanship.

The advertising manager supervises (or should) the planning and executing of an advertising campaign. He uses advertising the product in the form of advertisements, booklets, pamphlets, etc., as his selling agencies in the same manner as the salesmanager uses his selling force, and the originality, argument and persuasiveness expressed in his advertising material is but the counterpart of the salesman's experience, knowledge and living arguments which he employs. Why term the salesmanager-in-print a professional man, and the salesmanager of salesmen a business man?

Eliminate the selling element from advertising and nothing remains to justify its existence. And salesmanship is business.

Some men eminent in advertising claim it is a profession. They must have their logical reasons. What are they?

## STATEMENT OF ADVERTISING

CARRIED BY

TWIN CITY NEWSPAPERS IN JANUARY, 1911

THE JOURNAL every month refuses a large amount of undesirable advertising, and is the only paper in the Northwest that refuses to accept liquor advertising.

### Minneapolis Journal, 2580 Columns

(22 inch basis)

Minneapolis Tribune, - -	2435	"
St. Paul Dispatch,* - - -	1536	"
Pioneer Press, - - - -	1327	"

\*No Sunday Issue

### THE MINNEAPOLIS JOURNAL

WM. J. HAYES, Advertising Manager

Publishers' Representatives  
O'MARA & ORMSBEE

NEW YORK

Brunswick Building

CHICAGO

Tribune Building

# The Des Moines Capital

## Gaining! Gaining!!

The Capital gained 1,100 inches of advertising in January over its best previous record of a year ago. The Register and Leader lost more than a thousand inches and the News broke even.

In the month of January The Capital published 27,112 inches of advertising, while in the same month a year ago The Capital published 26,005 inches. All of these figures are based upon only six issues a week for The Capital and seven issues a week for its competitors. The Capital published 3,000 inches of local advertising more than either of its competitors, including their big Sunday issues.

## Advertising Figures

### THE CAPITAL

(In Twenty-six Issues.)

	1910	1911
Local .....	15,438 in.	16,362 in.
Foreign .....	6,472 in.	6,695 in.
Classified ...	4,095 in.	4,055 in.
Total .....	26,005 in.	27,112 in.

**Gain 1,107 inches**

### REGISTER AND LEADER

(In Thirty-one Issues.)

	1910	1911
Local .....	14,076 in.	12,716 in.
Foreign .....	7,204 in.	7,253 in.
Classified ...	8,824 in.	8,849 in.
Total .....	30,104 in.	28,818 in.

**Loss, 1,286 inches**

### WESTERN AGENT

Elmer Wilson.....Hartford Building, Chicago, Ill.

# The Des Moines Capital

## Gaining!!! Gaining!!!!

The Capital's greatest source of strength is with the local advertisers who are in the best position to know the result-giving power of the various newspapers.

At the present time eight of the nine largest advertisers in Des Moines are using more space in The Capital than in any other Des Moines newspaper. Below we give the figures of all the papers for the month of January, including the evening edition of the Register and Leader.

### For January

#### THE NEWS

(In Thirty-one Issues.)

	1910	1911
Local .....	13,431 in.	13,072 in.
Foreign .....	3,800 in.	3,175 in.
Classified ...	4,107 in.	5,090 in.
Total .....	21,338 in.	21,337 in.

**Loss, 1 inch**

#### THE TRIBUNE

(Evening Edition of Register and Leader—In 26 Issues.)

	1910	1911
Local .....	6,634 in.	11,852 in.
Foreign .....	2,845 in.	4,239 in.
Classified ...	6,063 in.	6,208 in.
Total .....	15,542 in.	22,299 in.

**Gain, 6,757 inches**

There were five Sundays in January.

#### EASTERN AGENTS

O'Mara & Ormsbee.....Brunswick Building, New York, N. Y.



## Is the American Manufacturer Ignorant of his Consuming Public?

It certainly looks that way.

He thinks and talks about establishing an export trade—and shuts his eyes to the Fourteen Million foreign-speaking consumers right here in America.

America exports \$60,000,000 to Italy—\$15,600,000 to Russia—\$20,000,000 to Norway, Sweden and Denmark.

There are more Italians in New York City than in Rome—more Russians and Poles in the United States than in St. Petersburg, Moscow and Warsaw—nearly twice as many Norwegians, Swedes and Danes as in Christiania, Stockholm and Copenhagen.

These foreign-speaking Americans earn more money in America than they ever did at home. They can buy and will buy all staple American products.

Are they buying yours? Address—

**LOUIS N. HAMMERLING**

President

**American Association of Foreign-Language Newspapers**

**703-5 World Building, New York**

(The American Association is an alliance of 430 foreign-language newspapers printed and circulated in the United States and Canada, which offers all the facilities of an up-to-date advertising agency for the foreign-language field.)

## THE SOUTH'S PART IN ADVERTISING "HOUSE-CLEANING."

SUGGESTION THAT THE ADVERTISING MEDIA UNITE TO SHUT OUT FRAUD—THE RESPONSIBILITY OF THE AGENT—ADDRESS BEFORE ATLANTA AD MEN'S CLUB.

By *St. Elmo Massengale*,  
President of the Massengale Advertising Agency, Atlanta, Ga.

There has been a demand for a censorship of advertising of a personal and legal character. It would seem to me that this is both impractical as well as in controversy of our form of government. Such an official censorship would be offensive and no strict code could be arranged for its proper operation.

It is as hard to legislate morals into the human race as it is to shoot real religion into cannibals. The laws against fraud fill our statute books. A lying advertisement is a fraud. The legal remedy is plain, but neither precise nor sufficiently rapid.

The National Government has had a great deal to do with purifying the advertising columns of publications of untruthful advertisements. The Pure Foods law has done wonders, and on the other hand, the Post-office Department is looking after advertising for the protection of the unwary.

But more than the force of Government and protection by the Post-office Department against fraud through the mails, more potent than the law, swift and supreme, ready made, in most cases organized and armed to act, is a censorship capable, if greed could be universally eliminated, of practically ending forever all fraud in advertising and driving the vultures in the business into either some other form of porch-climbing or to honest toil.

That remedy is this: Recognized by advertisers are three great media for publicity, (1) The printed periodical of every class from newspaper to college annual; (2) the outdoor sign and billboard; and (3) the street cars.

All others are subsidiary, supporting, collateral, even though often essential and helpful.

Supposing there should be tomorrow a cohesive organization of these great prime media against fraud. There would be no excuse for the Post-office Department to return thousands of dollars to investors who have sent money to thieves who forced their way into the homes of the people by the use of the rubber-heeled mail-carrier.

If no advertising, then no business, even for the fraud, except by slow personal solicitation, both expensive and unprofitable. Such a censorship can do this. I realize this is plain talk, but the day is dawning when this will be done. Let me say, too, that this once done, scores of honest public propositions will find it profitable to advertise when no longer in competition with the convincing fakir of frenzied finance. It will add many millions to the advertising value and amply repay the apparent sacrifice. This principle has already been realized by many publishers of many newspapers and the leading magazines, who reserve to themselves the right to reject any advertising which, in their judgment, has a tinge of quackery or of unfair business methods. Some publishers even guarantee to their readers the moral rectitude of every advertiser who presents his claim for patronage through the medium of their columns and promise to reimburse the losses incurred through any transaction originating from the advertising in their publications.

I am not overlooking the moral responsibility both to client and public of that greatest distributor and purveyor of publicity, the advertising agency. Fraudulent advertising loses not a whit of its wickedness by being placed by an advertising agent. It is the business of the agency, properly conducted, to put the searchlight upon the article or proposition presented or solicited, with reference to the honesty and integrity of all concerned, and see something beyond the brand-new dollars which

the account may bring. Nearly all frauds in advertising bear the indelible stamp of their nature upon their face. No Bertillon measurements or comparisons are needed to discover this. It is unnecessary to examine thumb-marks, and the agency that puts out crooked advertising is *particeps criminis*.

#### SOUTHERN ADVERTISING ESPECIALLY CLEAN.

Down here in the South, and speaking as the oldest advertising agent in the South, I do not encounter much of this. We have stuck more closely to the legitimate and honest in merchandise, in investments, and all branches of advertising, though in a lesser volume than elsewhere.

All this leads up to another moral essential in good advertising—courage, the common or garden variety, known as "moral courage."

The advertiser, the advertising writer and solicitor, and the agency, have daily need for this great essential. It takes courage to turn away dollars. It takes courage for an agency to tell an advertiser that his advertising is bad, that his ideas and plans will be practically worthless and bring him no profits.

Courage is a moral essential to the publisher in refusing advertising or remedial copy that should never go into print anywhere.

Courage is needed by the solicitor to refuse the advertising which he knows will not pay in his publication.

Courage is needed to stand at the right hand of Truth and help in the final elevation of advertising to its place in the commercial life of the world where it properly belongs.

Truth in advertising loses nothing, gains much, by being correctly painted. The simple language is often more powerful than the superlative. This moral essential of truth in advertising has had far-reaching results. It has made better things necessary. If you are going to write the truth about an article, it presupposes that the article should be Truth itself.

Merit is the cheapest ingredient in any reliable thing. Intrinsic value is back of successful selling. This is applicable to retail advertising, general publicity, and the mail-order appeal, with equal force.

But you say that with these facts, generally accepted, there are still fraudulent advertisements, fraudulent media, and a wild extravagance in much statement. I grant you that, but it is growing less and less each day.

In thirty-six months the change is so perceptible as to cause comment generally. Many publications printed only to purvey fraudulent or impure advertising, have gone to nameless graves, and others have so disinfected their columns that one can read them without nausea.

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#### NEW YORK TELEPHONE COMPANY'S NEW ADVERTISING MANAGER.

R. S. Scarborough has received his appointment as advertising manager of the New York Telephone Company, to succeed H. K. McCann, now advertising manager of the Standard Oil Company.

Mr. Scarborough has been Mr. McCann's assistant since 1908. He has come up through all the grades of telephone salesmanship. He started eight years ago as a telephone salesman in Manhattan. He later was in charge of one of the company's Westchester offices.

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#### E. B. FRASER ADVERTISING MANAGER FOR SEVERAL COMPANIES.

It has been reported that E. B. Fraser, formerly New England manager for *Scientific American*, 43 Tremont street, Boston, had become connected with the P. F. O'Keefe Advertising Agency, of the same address, on January 1. This report is erroneous, as Mr. Fraser has been appointed advertising manager for the Clinton Wire Cloth Company, Bigelow Carpet Works and Roebuck's Fly Screen Company, with offices at Barrister Hall, Hamilton square, Boston.

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#### FREDERIC W. GARDNER QUILTS "PHILISTINE."

Frederic W. Gardner has disposed of his interest in the advertising pages of the *Philistine* and *Little Journeys*, and all advertising matter will hereafter be handled exclusively by Elbert Hubbard.

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# Circulation Talks

## No. 1

Completely covering a city with one newspaper is the problem that has been more nearly solved by THE WASHINGTON EVENING STAR than by any other newspaper in the country.

This has been made possible by The Star's perfect organization of route agents whose sole business it is to deliver the paper by regular carrier every evening and Sunday morning directly to the homes.

Twenty-five men have over \$100,000.00 invested in "Star" routes. Each agent supervises the carriers and collects from his customers on his own account. Thus are his profits and investment directly in proportion to his constantly increasing customers.

The Evening Star has but one edition daily and no duplication or waste circulation figures in its statements. Its bona fide circulation in Washington is more than 20,000 in excess of its nearest competitor.

Last week's sworn average net circulation:

Daily	59,391
Sunday	49,327

DAN A. CARROLL,  
Eastern Representative,  
Tribune Building,  
New York, N. Y.

W. Y. PERRY,  
Western Representative,  
First National Bank Bldg.,  
Chicago, Ill.

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# EASTER NUMBER COMFORT

*The Key to Happiness and Success  
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE.

VOL. XXIII.

NO. 6.

APRIL  
1911.



Published at  
AUGUSTA, MAINE.

# APRIL COMFORT

our bright and cheery Easter number, is awaited with special eagerness by the farmers' wives and daughters for its helpful

## *Advice on Easter Styles and Spring Fashions*

*which touches a major chord in the feminine heart at that season, though COMFORT'S Fashion Department is an all-time favorite. A rousing good Easter story and other seasonable special features will make April COMFORT uncommonly interesting to all its six million readers. If you would like to*

## *Talk to the Women Who Have the Say*

of purchasing for a million and a quarter happy homes that know not the city tenement-dwellers' struggle for the bare necessities, advertise in April COMFORT.

April forms close March 15.  
Apply through any reliable agency or direct to

**W. H. GANNETT, Pub., Inc.**

New York Office: 1105 Flatiron Bldg.  
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.  
FRANK H. THOMAS, Representative

We are the exclusive  
National Selling Agents  
for the space of more  
than three-fourths of the  
cars in the United States,  
Canada, Cuba, Mexico,  
Porto Rico, Brazil and  
the Philippine Islands

## STREET RAILWAYS ADVERTISING COMPANY

HOME OFFICE: FLATIRON  
BUILDING, NEW YORK

WESTERN OFFICE  
FIRST NAT'L BANK BLDG.  
CHICAGO

PACIFIC COAST OFFICE  
242 CALIFORNIA STREET  
SAN FRANCISCO





towns where Hundred Pointers were located.

On Thursday, December 22nd, the entire plan was put up to John H. Patterson, president of the National Cash Register Company. It was adopted, and the decision was reached to place a 700-line ad in 105 other cities where the National Cash Register Company had agents who were not "Hundred Pointers." To figure up the rates in these towns, H. J. Prudden, of the Lesan Agency, had been summoned to Dayton. Figures were compiled, estimates made and accepted. Christmas and the holiday Monday following intervened. Art work on the layouts was begun in New York on Tuesday, December 27th.

It was necessary to make a different layout for the page ad in Far Western points, because the "special-train" copy would not have been applicable there. Hence a large half-tone of the National Cash Register factory was used. For the smaller advertisements, the 700-line ones, the cut of the factory was used, with the picture of the local agent. It was necessary, therefore, to mortise the mats and plates for the agent's cut and to make three other mortises for his name and address. Thus it will be seen that there were in all 256 changes of copy in this advertising campaign. These included running the ad in German, Italian, Greek and Jewish papers in New York, Philadelphia and Chicago.

By New Year's Eve all the copy for Pacific Coast: Vancouver, Spokane, Butte, Mont.; Calgary, Alberta, Regina, Saskatchewan and Southwestern points, had been shipped. New Year's Day and the following Monday now intervened. The day after New Year's work was resumed. The double-page ad for Eastern cities, the single-page ad for Eastern and Central cities and the 700-line ads for all the remaining towns of the 256 had now to be got up.

Of the 700-line ad there had to be two different kinds, one for 106 towns, where the agent was a Hundred Pointer and the other

for 104 Non-Hundred Pointers. In each the photograph of the agent was shown. Changes had to be made also in the double-page ad according to the towns where it appeared. For example, in New York the heading read, "Champion salesmen of National Cash Register Company leave New York on special train for convention at Dayton." In Dayton the heading had to read, "Champion salesmen of National Cash Register Company arrive in Dayton," etc. In Chicago, a still different wording had to appear.

During the week of January 3rd to 7th, the copy and mats were sent out, the agency working from West to East, getting off always the most distant copy first.

The special train left New York at 2:45 P.M. January 7th.

All along the route there appeared also four-column advertisements of the New York Central Railroad advertising the special train and the fact that this route had been selected by the National Cash Register Company to carry its champion salesmen.

During the entire week of the convention, further publicity was accomplished. There was edited and published each day for six days a four-page newspaper entitled the *Hundred Point Club Dispatch*, containing cartoons of the events of the convention, a full report of the day's proceedings with editorial matter, cash-register advertisements, and other interesting material. Twice during the week an extra was issued and distributed during the evening covering events that took place the same evening.

The printing of the paper was done in the National Cash Register Company's own shop. During the week cartoons were printed in the paper of each of the 188 members of the club, humorous individual characteristics. The last day of the convention the paper was got out in the afternoon in time to catch the returning special to New York. It contained a full report of the convention up to its close at one o'clock.

## A Great Buy

Telling a convincing story to cultured and wide traveling families, who are able to buy all the necessities and luxuries for travel they need, will bring hotels, railways, steamship lines, trunk and leather goods dealers, tailors, costumers and outfitters, greatly increased business. Our annual

## Hotel and Travel Number

will be issued April 29th, and will illustrate and piquantly describe how and where the people of the world travel and sojourn for pleasure. Advertisements for this attractive number are already being received from former advertisers who do not wish to be omitted.

## The Christian Science Monitor

always has a greatly increased demand from all over the world for space in this Hotel and Travel Number. But it charges its regular line rate to advertisers. How much space can you use?

**BOSTON, MASSACHUSETTS**

Four editions each week-day

## THE TRADE SIGNIFICANCE OF THE NEW SOUTH- ERN SPIRIT.

AN AWAKENING TO THE PROFIT OF  
SUCCESSFUL FARMING AS WELL  
AS MANUFACTURING—WHAT THE  
SOUTH IS PRODUCING—FUTURE  
PROSPERITY HAS SOLID FOUNDA-  
TION OF VAST NATURAL RE-  
SOURCES.

*By John M. Parker,*

President of the Southern Commercial  
Congress.

The men of the South are learning the wealth of their own resources. Ask the average intelligent farmer, or the up-and-doing manufacturer, what he thinks of the prospects for the future and the answer will indicate his eagerness to have a share in the sure prosperity he knows is going to prevail in the South, to even a greater degree than in the past.

It was not so many years ago that the Southerner regarded with envy the reports of bonanza times in the West and the North. That day is past. The Southerner who has taken the trouble to know the diversified agricultural and commercial possibilities that await only the application of intelligent industry in order to achieve a wonderful development, no longer envies anybody else anywhere in the world. You can sing the praises of Hood River, Oregon, and its apples to him and he will match those praises with stronger praises for the lumber, cotton and manufacturing production of his own section.

The present spirit of eager progressiveness has grown out of a better understanding of what should enter into the Southerner's prosperity. The boll weevil, destructive as it was, has helped to work for a change of viewpoint. It made it imperative that the Southern farmer depend upon not one crop but several; that is, upon diversified farming. In consequence the plantation of many thousand acres will soon be a memory only. The South has learned the trick of intensive farming. The size of farms will

shrink in area, but the productive-ness will be increased, as measured by the dollars and cents standard. The advent of the small farmer spells prosperity. There will be room for thousands in this Southland of ours where in the days of expansive plantations there was room for only hundreds. Our lands are immensely fertile and the farmer has *independence* in plain sight if he goes at his task in the modern scientific, practical way. Intelligent diversification insures us uninterrupted fertility for centuries. Do you wonder that the Southerner is buoyant?

We are just beginning to learn that we can economically raise cattle, hogs and sheep fully equal to those of any country. We now hold the record for corn production per acre—256 bushels—and last year a fifteen-year-old boy produced 228 bushels of choice corn to one acre. Our wheat, oats, hay and a generous variety of vegetables are being produced most satisfactorily.

Northern and Western farmers are now coming in to take advantage of these opportunities, and are bringing with them modern ideas, modern implements and the best blooded stock with which they are rapidly replacing our long-horn steer and razor-back hog.

Our textile mills have gone ahead with a steady, healthy growth and now consume millions of bales of our home-raised cotton. New and staple manufacturing are being established everywhere. The younger generation is just beginning to take hold vigorously.

The advertising of our advantages is steadily increasing. The agricultural paper is going to many farmers who for the first time are beginning to use it as a guide in buying. With the cheapest and most fertile lands in the world, with splendid water, excellent health conditions and our balmy climate, the South will be the paradise for the young man of energy, determination and moderate means. The South can feed and clothe the present entire population of the United States.

Thrift, energy, modern methods and modern implements are producing a most wonderful change which will be accelerated by honest and intelligent use of printers' ink. Publicity will bring the consumer and manufacturer together to the advantage of both and materially assist in creating: "A Greater Nation through a Greater South."

#### COURT DECISION UPON PRIZE CONTESTS.

A decision bearing upon prize contests in the piano trade has been handed down by Chief Justice Shepard, of the Court of Appeals of the District of Columbia. This was an appeal by Herbert L. Minton from a judgment of the Supreme Court of the District of Columbia, entered upon demurrer to the declaration in an action for damages, in favor of the F. G. Smith Piano Company. The finding of the lower court is reversed, with costs, and the cause is remanded, with directions to grant a new trial.

On October 17, 1909, the piano company advertised a prize scheme, offering "free—\$675 Webster Player-Piano" and other prizes. "All you have to do is to count the dots which appear in and around the outlined Webster Player-Piano. Then send your answer neatly and legibly written to the Contest Department," etc. "In case of ties," continues the advertisement, "premiums of equal value will be given to each."

The piano company admitted the correctness of Minton's count, but declared that the judges had found that his answer was lacking in two other essential points, viz., neatness and legibility, and that therefore he had won no prize.

The lower court sustained the defendant, on the ground that plaintiff was bound by the terms of the contract he had accepted, and that "one of its terms is that he shall abide by the decision of the judges and this term is obligatory unless there was a fraudulent award by the judges," which was not alleged.

The Court of Appeals found that according to the terms of the advertisement it appeared that the piano company was to ascertain if the name and address were plainly written. By sending the answer to the judges, they affirmed that it was plainly written. The duty of the judges was fully performed when they compared the answer with the true count. Everything beyond this was superfluous. "The actual finding that plaintiff had given the correct number in his answer," says the Court of Appeals, "entitled him either to the special first prize offered or in case of tie with others to a premium of equal value."

Copy for Wilbur Chocolates is going out to magazines, and to papers in four towns. The Van Cleve Company is handling the account.

## TEXTILE WORLD RECORD

### Sells Your Goods to the Textile Mills.

Because it reaches the *officials, managers, superintendents and foremen* of the textile mills of the United States and Canada.

These men have *subscribed for and read* this old and influential journal *for years*.

These are the men who *spend, or influence* the spending of approximately *\$200,000,000* a year for machinery, equipment and supplies.

A very large proportion of our 400 advertisers use no other publication to cover the textile field.

We invite you to write for complete detailed information.

**LORD & NAGLE CO.**

PUBLISHERS

144 Congress Street, Boston

## LARGEST ADVERTISING APPROPRIATION FOR 1911?

HARRIMAN LINES ANNOUNCE THAT THEY WILL SPEND \$1,250,000 IN ADVERTISING WITHIN ONE YEAR—GERRIT FORT SAYS THIS VAST SUM WILL BE EXPENDED IN "PEOPLING THE EMPIRE OF THE WEST."

Right on top of the announcement that the Harriman lines will spend \$75,000,000 in building double tracks over certain parts of the road, comes the report that \$1,250,000 will be spent during the coming year in advertising the facilities offered by these railroad systems and the industrial opportunities offered by the communities and country they serve.

This decision was taken at a meeting of the passenger representatives of the Union and Southern Pacific systems in Chicago on February 7th. The railroad representatives are fully alive to the significance of their action. It reflects their judgment as to soundness of commercial conditions and the immediate business outlook, as well as their courage as regards the prospective railroad rate decision. Ten times the appropriation of an average year, it is, as the railway officials themselves say, probably more money than will be spent for a like purpose by any other railroad or systems of railroads in a single year. It is significant on another side.

"While this huge sum will be charged to advertising on the books," says Gerrit Fort, passenger traffic manager of the Union Pacific and Oregon Short Line, "the purpose for which it is to be used is the peopling of the empire of the West—the filling up of the fertile lands in Colorado, Wyoming, Utah, Idaho, California, Oregon, Montana, Washington and Nevada. Work of this sort is building for the future. It is the latest and greatest development in the science of railroading—the creating of passenger traffic and freight tonnage."

"The million and a quarter that

will be spent for advertising," a high official of the Union Pacific explained, "will be divided as between the Union and Southern Pacific, the latter getting three-fifths and the former two-fifths of the amount.

"A large share of it will be devoted to newspaper and magazine advertising. Most of it will be spent in the United States, of course, but a considerable sum will be used in showing the people of other countries the advantages of living in the West.

"A good many thousands of dollars will be laid out in making up and distributing illustrated books and pamphlets. Those which the Union and Southern Pacific System have issued already have been the most beautiful, typographically and pictorially, that have ever been got out. Those illustrating Yellowstone Park and the Yosemite especially have been examples of printing and color such as never have been excelled anywhere in the world.

"These lines have employed a number of lecturers to travel about the United States, giving talks illustrated with moving pictures and lantern slides. This work will be continued on even a larger scale.

"The work of getting out handsomely illustrated community booklets setting forth the advantages of various towns and localities will be expanded. This is a feature that has been especially helpful in the past. It is work by means of which the railroad cooperates with and assists local boards of trade and commercial clubs and covers not only agriculture but all lines of industry which will be helpful to the community."

The advertising for each of the lines composing the two systems will be handled from their respective general offices.

### "PROFITABLE PAINT," NEW TRADE PAPER.

*Profitable Paint* is a new publication in Chicago designed for the retail hardware dealers, druggists and all other merchants who handle paints and varnishes. The editor is Charles Barr Field.

## The Evening Post

continues its wonderful

## Advertising Gains

A new yearly advertising record was made by The New York Evening Post during 1910, when it showed a **gain of 2092 columns over any previous year** in the history of the paper.

During the month of January, 1911, it broke all records for the amount of advertising carried during any January with a gain of 115½ columns over the corresponding month of last year.

This is the fifteenth **consecutive** month in which The Evening Post has shown substantial advertising gains, while during the past twenty-six months (two years and two months) there was but one, October, 1909, which did not show a gain, and then the loss was less than five columns. Its circulation to-day is likewise at high-water mark.

This continued and increasing use of The Evening Post by discriminating advertisers reflects its value as a producing medium of unusual quality.

## The Evening Post

NEW YORK



## PUNNING A TRADE-MARKED HAT INTO SOUTHERN FAVOR.

SWANN-ABRAM'S SWAN HAS BEEN ADVERTISED IN NEWSPAPERS AND BY VARIOUS NOVELTIES—THE SCOPE GETS SOUTHERN CAMPAIGN—HOW DISTRIBUTION WAS BOLSTERED AGAINST COMPETITION.

By G. D. Crain, Jr.

Whatever advantages there are in playing the changes upon a pun in a sales campaign, the Swann-Abram Hat Company, of Louisville, Ky., has seriously tried to achieve them.

"Swann" is the brand of all the hats put out by this company, and the picture of a swan adorns every label and piece of printed matter used to exploit the product. In addition to the newspaper advertising which has been done, and in which the bird of plumage figures prominently, emphasized by the caption, "Look for the Swan," the company has got out novelties of various kinds, all featuring the trade-mark as prominently as possible. The campaign was conducted by H. W. Kastor & Sons.

The 1910 campaign in the newspapers was the first advertising of the kind which had been done by the company. Its distribution plans are pretty well settled, the Swann hat being almost a fixture with a large part of the trade in the South and Southwest, and the advertising was done direct to the consumer, principally with the idea of encouraging the dealer by showing co-operation on the part of the manufacturer. A limit was placed upon the amount of space to be used, so that while the effects of the campaign, insofar as moving the goods was concerned, were satisfactory, the greatest results expected were sentimental ones on the part of the retailers. This result was also gained.

The papers used were the *Dallas News*, the *Memphis Commercial-Appeal*, the *Nashville American*, the *Indianapolis Star*, the *Little Rock Gazette*, the *Oklahoma City Oklahoman*, the

*Louisville Courier-Journal*, the *New Orleans Times*, the *Atlanta Constitution*, the *Birmingham Age-Herald* and the *Knoxville Journal & Tribune*.

Although the company manufactures straw hats as well as felt, the advertising done was confined to the latter, so that the seasons were observed in placing the business. The copy was run eight times in each paper during the spring, and the same number of times in the fall.

Owing to the fact that a considerable part of the business handled by the Swann-Abram Company consists of the country trade, where the "general store" is the principal factor to be considered, it was found impossible to establish a fixed selling price,

## Look for the Swan



It is the mark of quality found in hats which are correct in every detail, giving their wearers distinctive poise and individuality.

## Swann Hats

afford the combined satisfaction of correct style, superb finish, durable quality and solid comfort; the most satisfactory and economical hats you can buy.

Manufactured by  
Swann-Abram  
Hat Co.  
Louisville,  
Ky.

Ask  
Your  
Dealer



FEATURING THE TRADE-MARK.

and for that reason the copy used in the newspapers did not contain the price at which the hat was to be sold.

It is explained that the country

merchant has to give his customers long credit, a farmer making purchases in the spring that are frequently not paid for until the cotton crop is marketed the following autumn. For that reason the scale of prices in the rural districts is usually higher than in the towns where stocks are not only turned over more rapidly but the business is largely on a cash basis.

The same consideration in fixing a retail selling price applies to other manufacturers selling in Southern territory, as well as to distributors of hats, and it is acknowledged that in a good many ways it is a rather unsatisfactory state of affairs.

The Swann-Abram Company is a newcomer in the advertising field, and is therefore making haste slowly. The results of the 1910 campaign were satisfactory, and as a limited territory is covered, the South and Southwest being the field of distribution, no attempt will be made to use the general mediums. Meanwhile "dealer helps" in the form of posters, window cards, etc., are being provided generously and are being received by the merchants themselves with more interest than used to be accorded the advertisements of the manufacturers which accompanied shipments of goods.

And that is a point worth mentioning: the Southern dealer is beginning to appreciate the benefits of consumer advertising, and is co-operating to a greater extent than ever with the manufacturer who is helping him to sell the goods.

#### NEW HOME FOR "SUNSET."

A new building, to cost \$75,000, is being erected in San Francisco for the exclusive use of *Sunset Magazine*, and *Sunset Publishing House*. It will be unique in that it will follow the general architectural lines of the California Missions.

"The Holeproof Campaign" was the subject of the talk given before the Students' Advertising Club of the University of Wisconsin on February 1st by Edward Freschl, Milwaukee, advertising manager of the Holeproof Hosiery Company, of Milwaukee.



That "follow the leader," "goose step" tendency has led many an advertiser into costly imitations of what was even then some other fellow's failure.

Here's an "out-of-the-rut" proposition.

Every week of the year, in each of 140,000 homes, in interior New York, New England and adjacent states, some one pays five cents for a copy of THE UTICA

## SATURDAY GLOBE

You know it is a pretty prosperous sort of a home, a desirable sort of a family, which cheerfully and regularly pays five cents a copy, or \$2.60 a year for a weekly newspaper.

Have you something to say to, something to sell to, that kind of folks?

Do you know where there is a more reliable or convenient market?

Can't you put your business story in sufficiently strong and convincing salesmanship language to make THE SATURDAY GLOBE profitable to you, at the rate of a cent a foot for each twenty homes?

We are at your service any time, anywhere.

#### THE JOHN BUDD COMPANY

*Advertising Representatives,*  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

## MAKING "SPRING DREAMS" COME TRUE IN THE SOUTH.

A NORTH CAROLINA MANUFACTURER OF BED SPRINGS PUSHING A TRADE-MARKED BRAND—OVERCOMING DIFFICULTIES BY AN EDUCATIONAL NEWSPAPER CAMPAIGN—BRINGING THE LOCAL DEALERS INTO LINE.

It is not such a "soft" proposition to sell springs as it might seem. The trouble is that a large proportion of the public thinks springs are springs, the same as "pigs is pigs." The mechanical worth of this spring in comparison with that one is little appreciated until one or the other begins to show signs of old age or hard usage. They all look about the same when they are new.

In order to insure itself and the consuming public against the short-lived bed spring, the Mebane Bedding Company, of Mebane, N. C., said to be the largest manufacturers of the kind in the South Atlantic states, has turned to approximately the same sales-methods as scores of successful merchandisers in other lines. Goods have been trade-marked and have been advertised under those trade-marked names. The company's two better grades of springs have been selected for this purpose. Good springs give entire satisfaction and for that reason can be advertised successfully. To advertise cheaper springs which might not give the same satisfaction would but tend to bring the better grade into disrepute as well. The two trade-marks selected were "Majestic" and "Regal."

This advertising campaign was recently commenced in the leading papers of the Carolinas. Six strong pieces of copy, employing lots of black, were prepared by the Freeman Advertising Agency, of Richmond, Va., for this first campaign. The insertions were made three times a week in the leading Carolina dailies. The weeklies and agricultural publications of the same states were also signed up for twelve months. In

connection with the advertising a little booklet happily entitled "A Spring Dream" came off the press and has been sent to all inquirers. It is proposed to extend the campaign to include all the states in the South.

In order to line up the local dealers and make them appreciate the worth to them of this adver-



**"Majestic" and "Regal"**  
The Springs That Never Sag!

*Mebane Springs are guaranteed—look for our trade mark.*

Many bed springs look well at first, and may even wear well for a short time. They do not last—they soon sag at the edges and in the middle. The Majestic and Regal Springs are so built that they never sag—never lose their firmness—nor their uniform smoothness of surface. They last a third body out. The springs are made of the best all tempered wire and last for generations, and they do not wear or tear the mattress. Sold with our name, guarantee that they must give entire satisfaction or your money refunded.

Good dealers sell "Majestic" and "Regal" springs—they do not forget the name—they are your protection against inferior imitations. If your dealer cannot supply you, then sit right down and write us a general and we will have you supplied.

**MEBANE BEDDING CO.,**  
Mebane, N. C.

Write for free booklet  
"A Spring Dream"  
free on request.

Manufacturers of Springs,  
Mattresses, etc.  
**MEBANE,**  
North Carolina.

ONE OF A GRAPHIC SERIES.

tising, a letter calling their attention to it was sent out extensively. The results of this campaign have been most satisfactory and encouraging. Already those interested are looking forward expectantly to the time when they will be compelled, because of the multiplicity of orders, to enlarge their plant. The company also makes mattresses, and may any day begin advertising them, too.

## DES MOINES ADMEN'S CLUB STARTS AN ORGAN.

The Des Moines Admen's Club will publish a monthly paper with this staff: Editor, J. B. Runyan, advertising manager of J. Mandelbaum's Sons; business manager, Harry T. Watts, advertising solicitor, *Register and Leader*; circulating manager, Roy W. Macy, circulation manager, *Successful Farming*. The other members of the publishing committee will act as reporters.

# THE BEST IN ALABAMA

## The Montgomery Advertiser

The only effective and the most economical way to cover middle and southern Alabama is by the use of The Montgomery Advertiser.

Largest circulation of any morning or Sunday newspaper in the State.

We guarantee that our Daily has at least *three times* and our Sunday at least *four times* the paid circulation of any other Montgomery newspaper.

Write for detailed copy of last circulation audit and map showing territory and distribution.

### CIRCULATION.

Net Average 1910.

Daily ..... 17,403

Sunday ..... 22,107

December, 1910.

Daily ..... 18,126

Sunday ..... 24,305

Harry B. Johnston,  
Manager Adv. Dept.,  
Montgomery, Ala.

Albert Hanson,  
Manager Foreign Adv.,  
6206 Metropolitan Bldg.,  
New York City.



### Know All Then Buy These Presents

that the American Newspaper Annual and Directory has caused to be made by the duly authorized and for, for publication in its pages, a careful and complete examination of the books and records of

### The Advertiser

and its result certifies that the average number of copies of each issue of the publication circulated for the period of nine months, ending with the thirtieth day of November, 1910, is  
Daily (four hundred and eighty-  
four) (484) copies  
Sunday (four hundred and eighty-  
four) (484) copies  
This excludes all returned, unsold and spoiled copies.



Given under our hand and seal  
at Philadelphia, Pennsylvania.

*Handwritten signature*

Publisher of the American Newspaper Annual and Directory

## NEW ADVERTISING WORDS FOR THE DICTIONARY.

"ADCRAFT" AND "ADSCRIPT" UNDER  
CONSIDERATION BY PUBLISHERS  
OF THE STANDARD DICTIONARY—  
"PRINTERS' INK'S" OPINION IS  
SOUGHT.

PUBLISHING HOUSE OF  
FUNK & WAGNALLS COMPANY.  
NEW YORK, Feb. 1, 1911.

Editor of PRINTERS' INK:

Kindly let us know whether, in your judgment, in the advertising world the two words enclosed are sufficiently useful and used as to justify their insertion in the revision of the Standard Dictionary. Also, whether the definitions given are correct.

Kindly favor me with an answer in the enclosed stamped envelop.

I. K. FUNK.

*Adcraft*.—The art of soliciting, preparing, or publishing an advertisement.

"The adscripts and the adcrafts are opposition societies to the mummy trust."

(*The Philistine*, p. 5, June, 1910.)

*Adscript*.—The art of preparing an advertisement. See *Adcraft*.

DR. I. K. FUNK,

Editor "Standard Dictionary."

DEAR SIR:—

The interests which PRINTERS' INK represents would naturally be glad to see the cause of advertising dignified by the addition to the dictionary of new words relating to this great and growing industry. At the same time, it is perhaps good judgment not to force things too much and not to include new words on mere suspicion.

Of the two words cited by you, PRINTERS' INK would favor the inclusion of "adcraft" but not of "adscript." It cannot be said that either of these words is in common use. "Adcraft" is heard occasionally in speeches delivered by advertising men and there is also a flourishing club called the "Adcraft Club," in Detroit, Mich. It publishes the *Adcrafter*.

There are two advertising clubs to which the name "Adscript" has been given—at Denver, Col., and Indianapolis, Ind.

I do not think you have the definition for "adcraft" exactly right. As I understand the word, it means "the community of men engaged in writing, placing, soliciting and designing advertise-

ments, or otherwise connected with the advertising business."

I presume all the clubs mentioned above selected their names largely for their distinctiveness, very much on the plan that a manufacturer invents an arbitrary term to apply to his goods, to be used for trade-mark purposes.

While we are on the subject, may I inquire why it is that the Standard Dictionary has never included the word "ad"? Originally an abbreviation for advertisement, it has become so generally used as to be, at the present time, thoroughly legitimized.

PRINTERS' INK began using "ad" as a separate and distinctive word as long ago as fifteen years. Our "style sheet" gives it without the period to indicate abbreviation.

There are a number of other derivatives from advertisement which may, in time, come within your definition of "sufficiently useful and used" as to justify their insertion in the dictionary. These words have usually had a fanciful origin. To illustrate: the word "adsmith" which is frequently used to-day is a facetious way to indicate an advertisement writer of inferior ability. This word originated in the advertising pages of PRINTERS' INK in the early nineties, as follows:

An advertising agency named the Robinson-Baker Company, inserted an advertisement in PRINTERS' INK, headed "Goldsmiths." The introductory argument explained the fine work done centuries ago by artificers in the most precious of metals. The argument then developed that this firm of advertising agents worked with still more precious material, viz., words, and that consequently they had adopted the term, as applying to themselves, of "adsmiths."

The advertisement attracted wide attention in the advertising world but not in the way the agents had expected. Instead of the comparison to "goldsmiths," the agents were compared to "blacksmiths" and the term has, ever since, been more or less of a joke. JOHN IRVING ROMER,

Editor PRINTERS' INK.

# Among 54 of them —all leading papers

(Listed in The Mail Order Journal, Feb., '11)

## showing a brave record

in Advertising, Volume and Increase, in 1910,

### The Times Dispatch

RICHMOND, VIRGINIA

(Though NOT LISTED with the Fifty-Four)

## Carried MORE advertising than 14 of them

Richmond Times-Dispatch.....4,851,462 lines

St. Paul News.....	4,565,533 Lines
Milwaukee (Wis.) Sentinel.....	4,539,812 Lines
Milwaukee (Wis.) Journal.....	4,524,600 Lines
Louisville Times.....	4,377,136 Lines
New York Mail.....	4,358,133 Lines
Chicago Journal.....	4,171,896 Lines
New York Globe.....	3,737,935 Lines
Chicago American.....	3,577,630 Lines
Des Moines Evening Tribune.....	3,525,214 Lines
New York Evening Post.....	3,432,052 Lines
Minneapolis News.....	3,291,648 Lines
New York Tribune.....	3,217,391 Lines
New York Evening Sun.....	2,633,003 Lines
New York Press.....	2,493,670 Lines

Rank with THE EIGHT showing Largest Increase

Detroit News (Daily and Sunday).....1,735,118 lines

Baltimore News.....	1,718,117 Lines
Des Moines Evening Tribune.....	1,236,324 Lines
Boston American.....	1,178,660 Lines
Washington Star.....	1,118,475 Lines
Newark (N. J.) News.....	1,066,892 Lines
St. Louis Post-Dispatch.....	1,037,120 Lines
Indianapolis News.....	909,000 Lines
Richmond Times-Dispatch.....	876,946 Lines

## The Times-Dispatch

is the Leading Newspaper in Virginia, the only morning paper in Richmond (Pop. 127,628), and is worthy of a place on the list of any Advertiser seeking RESULTS.

## A DIFFERENT VIEW OF CITY VERSUS COUNTRY SELLING.

HOT REJOINDER TO THE CONTRAST  
DRAWN BY "PRINTERS' INK"  
CONTRIBUTOR—ANALYSIS OF THE  
FARM AS A MARKET—THE SUCCESS  
THAT ATTENDS CAREFUL  
SALES WORK.

*By Frank W. Lovejoy.*

I have read with interest the article which appears in the February 2nd issue of *PRINTERS' INK*, entitled "City and Country Selling Problems Contrasted," and I cannot see how the advertising manager of a big grocery specialty house could make such gross errors in deduction as seem to be expressed therein.

I agree with him that the "task of controlling the sales of a food product in a metropolitan community is radically different to-day from directing sales in the villages and rural districts," but that the problem is more simple in the larger cities because the retail store dealer is not so thorough a merchant, savorers of ridiculousness.

Granted that "the country storekeeper has more influence in guiding the choice of his customer than has the city dealer." And, granted that "the country merchant has the respect of his customers to such an extent that his prestige is sometimes as great in the eyes of these people as that of an advertising house." But why should that fact work against an advertised product's successful exploitation in the rural districts and not for it?

And suppose a concern that advertises nationally did establish a reputation in the cities far more quickly than in the country, which would be the more permanent, if, as this advertising manager intimates, the city storekeeper is molded by every whim and fancy? Is a dealer who has no personal standing with his customers a greater menace to the advertiser or a help? It seems to me that he would be just the man to practice substitution, which is the bane of every trade-marked advertising

campaign; and, anyway, an extra profit, or promise of other "graft," would be just as pleasing to such a dealer's ears as the insistence of his customers.

As far as the "charging of goods" is concerned, I think most anyone will agree that that practice is carried on to a greater extent in the city than it is in the country districts, and the time when the farmer exchanged butter and eggs for his merchandise is past. He now has plenty of money and pays cash for everything he buys, and, with his excellent financial condition, there is no need for the dealer to "carry his customer for weeks and even months."

How many city inquirers for Argo Starch, for instance, stick to their demand until they get the product? Mr. New York Manager has cited an ideal case to illustrate this point, but one which does not exist five times out of fifty. This creating sufficient demand through the consumer on the dealer to make the dealer put the goods in stock is a fallacy, since in the first place it is very difficult to create sufficient demand on any one dealer to make him stock a particular brand of goods, and, in the second place, it takes a very good advertising campaign to so influence the reader's mind that she keeps on demanding a product until she gets it. Duryea's Starch, if kept by the dealer instead of Argo, would be just as acceptable to most consumers if offered tactfully by a substituting clerk, and with these "vacillating city dealers" as against the "substantial" country dealer, there is little doubt as to which would substitute more quickly.

A farmer "buying in bulk" is another very pretty fallacious conception. It may hold in some isolated cases, but Mr. Advertising Manager should remember that the farmer in our agricultural states is now enabled to reach the local stores two or three times a week, where years ago he could only get into town once a month. The trolley car, telephone, automobile and other up-to-date appliances have made the business cen-



# Watch Seattle and The Times Through 1911

Watch this great Northwestern market grow!  
Watch this great newspaper and advertising medium—**THE TIMES**—grow with it! Watch the advertisers who reach this great Northwestern market through **THE TIMES** grow!

Better still, don't watch others grow, but advertise in **THE TIMES** and watch **your own sales** grow throughout this whole section of the country.

## SEATTLE TIMES

The fastest growing medium in the fastest growing market in the world. **THE TIMES** completely covers this section—it has no competitor in this field. In 1910 **THE TIMES** carried 12,328,918 lines of advertising—the second largest amount of advertising carried by any newspaper in the United States.

**Average Circulation for 1910**

**Daily 64,741**

**Sunday 84,203**

This is the largest circulation of any Pacific Coast paper north of San Francisco.

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### Times Printing Co., Seattle, Wash.

The S. C. Beckwith Special Agency—Sole Foreign Representatives  
NEW YORK KANSAS CITY CHICAGO

# Buckeye Covers

The surest way to strike a happy (printing) medium between the two extremes of useless cheapness and unnecessary expense is to specify **BUCKEYE COVERS** for your Catalogues, Booklets, and other Trade Literature.

No other cover at anywhere near the price is anywhere near so good; no other cover at any price can be used so successfully for high embossing and fine color effects.

Get the proof by having your printer pull "Buckeye proofs" from your plates; or write direct to the Mill for a demonstration showing the economy and adaptability of Buckeye Covers for your next important job.



Made in 15 colors, 3 finishes and 3 weights. Sold by representative jobbers in all principal cities. Sample book free if requested on your business letterhead.

**The Beckett Paper Co.**  
MAKERS OF GOOD PAPER  
in Hamilton, Ohio, since 1848

ters more accessible. What a farmer would do with a "barrel of brown sugar" I am at loss to understand.

The sale of Crystal Domino Sugar, to which the article refers, at the present time in the farming districts is more than city people have any realization of. The farmer is an intelligent being and wants just as good food and clothing as does the city buyer.

"Oatmeal in barrel lots to the farmers"? Heavens! What would he do with it all? A barrel of oatmeal would last a farm family for a year or so and probably go bad on his hands at that. Even on this product, the H-O Company, of Buffalo, will tell you there is a great sale among the farming communities. Kellogg's Toasted Corn Flakes and the Post products, too, are selling to the farmers—even Shredded Wheat has a sale. Mr. DeWeese, of the National Food Company, Niagara Falls, N. Y., is now working out the agricultural problem, getting his distribution first before he advertises to make the consumer go into the store and demand the goods.

Now, the country dealer, with his "personal influence," offers a more substantial channel for the distribution of such advertised goods. Farm papers and general publications which reach small towns and rural districts are read because of the editorial value of their columns, and read by women and men who are building homes—persons who are directly responsible for the maintenance of those homes and, in almost every case, make their purchases of the local dealer themselves.

In theory, Mr. New York Advertising Manager's idea of "once arousing the customer's interest and he may be sure that the grocer will be no obstacle," is beautiful, but I would not care to pay the advertiser's bills nor audit the balance sheet after such a trial.

Without proper local distribution in city or country, substitution will undermine the most carefully prepared advertising campaign, and as for "creating sufficient demand through the con

sumer to make the dealer put the goods in stock," it is almost an impossibility without very intensive concentration. No dealer is going to put in an advertised line of goods on such demand unless he gets from three to five inquiries pretty well bunched, and this is almost an impossibility through the ordinary channels. Suppose a grocer did receive an inquiry for every advertised product. Where would he land financially if he stocked up with them all? Why, he would need unlimited capital.

If more manufacturers, who are advertising nationally, would go out into the country where they are trying to sell their goods and could see who is consuming the product at the present time, and learn the attitude of the dealer handling the goods, then study the local problems incident to its sale, instead of ninety per cent of failures, there would be ninety per cent of successes.

#### RUGGLES BACK WITH "HAMPTON'S."

Howard F. Ruggles has again become advertising manager of *Hampton's Magazine*. He resigned some months ago, and has been associated with Seymour Eaton in the Shoppers' Guild—stock in which he still retains. Mr. Ruggles has had an interesting and successful career, coming here from Chicago with an exceptional record as a Western magazine representative.

#### "FARM AND HOME POULTRY ANNUAL'S" SHOWING.

*The Farm and Home Poultry Annual*, published by the Phelps Publishing Company, has just been issued. In its pages are represented 277 different advertisers, two double-page spreads, thirteen single pages, several half-pages, and from that on down to a few lines, a total of 28,600 agate lines, the issue forming seventy-six pages and 575,000 copies, showing a circulation double that of 1905.

The Six-Point League of New York, at its informal luncheon, held February 14, heard talks by Frederick T. Murphy, treasurer of Mark Cross Company, and J. B. Pinkham, advertising manager of the *New York Tribune*.

Channing Rudd, at one time connected with the New York University School of Commerce, as instructor, and subsequently in charge of the Young Men's Christian Association Course of Advertising, and of the Finance Forum, has entered the firm of Rhoades & Co., bankers, of New York.

The average circulation of

## The Milwaukee Journal

for January, 1911, was  
**63,397**

The paid city circulation of The Milwaukee Journal is larger than is the **total** paid circulation of any other Milwaukee newspaper.

The paid city circulation of The Milwaukee Journal is **double** the paid city circulation of any other Milwaukee newspaper and larger than is the **combined** city circulations of any two other Milwaukee newspapers.

The Journal's city circulation goes to over 60% of the Milwaukee homes.

The Journal leads all other Milwaukee newspapers in Local, Foreign and Classified advertising.

Advertising rate—7c flat per line.

C. D. BERTOLET, Mgr. Foreign,  
1101-10 Boyce Bldg.,  
Chicago.

J. F. ANTISDEL,  
366 Fifth Ave.,  
New York City.

## Sell to New Orleans

### *The Most Important Commercial City in the South*

Don't overlook this great Southern market, with its population of 339,075 in New Orleans alone.

## New Orleans Times Democrat

This is the medium that will sell *your goods* in this great Southern market, on account of its remarkable supremacy as the *Home Newspaper* of this section. THE TIMES DEMOCRAT has exclusive entree into the best homes of Louisiana and Mississippi.

All objectionable matter is excluded from both its news and advertising columns. It has the confidence of both its readers and advertisers.

THE TIMES DEMOCRAT has the largest paid-in-advance circulation of any newspaper south of the Potomac and Ohio Rivers.

### HAND, KNOX & CO.

**Publishers' Representatives**  
Brunswick Building,  
New York.

Candler Building, Atlanta, Ga.  
Boyce Building, Chicago, Ill.

### PATTERSON "N. C. R." EPIGRAMS.

[NOTE.—The following pungent phrases are taken from the address of President Patterson, of the National Cash Register Company, at the recent Convention of its "Hundred-Point" salesmen.]

It's lack of decision that loses big battles and ruins many businesses.

\* \* \*

I would rather have a man steal money from me than have him steal a good resolution from me.

\* \* \*

To attract attention, do something unusual.

\* \* \*

The N. C. R. succeeds because everybody works so hard.

\* \* \*

Money isn't all there is to success.

\* \* \*

If you plant potatoes you'll get potatoes. If we plant things in ourselves that make for unhappiness, we'll get unhappiness.

\* \* \*

It is the things that are preventable that worry me.

\* \* \*

The man who has the greatest number of testimonials is the man who needs them most.

\* \* \*

I would rather tear up ten dollars than to lose an opportunity to make ten dollars when I could.

\* \* \*

I prefer to keep all my own eggs in one basket, especially if I have to carry the basket.

\* \* \*

What is the secret of success? Specializing.

\* \* \*

It is just as hard work to keep a thing after we get it as it is to get it.

\* \* \*

Powder isn't any good until it goes off; money isn't any good unless you can use it.

\* \* \*

The N. C. R. Company has been built on the experiences I had before I got into this business—with big corporations, little corporations, little stores, big stores, and back on the farm.

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# ADVERTISING REFORM IDEAS TAUGHT IN UNIVERSITY.

"The news pages may tell the exact and complete truth, they may place the right estimate upon the news stories, yet the newspaper may fail of high place because of dishonesty in its advertising," said Dean Walter Williams, of the School of Journalism, of the University of Missouri, in an address to the Indiana Press Association, at Indianapolis, February 2.

"Advertising," he continued, "is merely store news, business news. That its publication is paid for does not make it any the less important news. Often it is the most important news in the newspaper. It is always news that appeals to the pocketbook of the reader.

"Nor does dishonest advertising help the newspaper publisher. It loses to the newspaper more in financial return than it brings. Schools of journalism will teach that the newspaper-maker should guard the honesty and fairness and truthfulness of the advertising columns, as he guards the honesty, fairness and truthfulness of the news columns.

"The schools of journalism will teach that there can be no double standard in journalism, that the same law of honesty, accuracy, and fairness must be applied by the newspaper-maker to the columns which contain paid advertising as to the columns which contain news, for the obtaining of which the newspaper must itself pay."

# PACIFIC COAST AD MEN IM- PROVE CALENDAR BY ABOLISHING "13."

The Pacific Coast Advertising Men's Association will hold its annual convention at Spokane, Wash., June 12th, 14th and 15th.

The P. C. A. M. A. is composed of the advertising clubs in the larger cities of California, Oregon, Washington, Idaho, Montana and British Columbia.

The dates were originally set for June 13th, 14th and 15th, but were modified in deference to the superstitious fears of some of the members, the Spokane Ad Club taking the ultimate responsibility, and so advertising the improved dates. No doubt the entire world of superstition will appreciate the club's action. All calendar makers are requested to make the change at once.

The programme for the convention is in the hands of C. C. Chapman, of Portland, Ore., secretary.

On February 2d (Ground Hog Day) the Spokane Ad Club gave a luncheon in honor of Elbert Hubbard, the "Sage of East Aurora."

William H. Reese, heretofore manager of the advertising and promotion departments of the Patton Paint Company, of Milwaukee, will hereafter be associated with the Cramer-Krasselt Company, of Chicago and Milwaukee, as director of service. The Cramer-Krasselt Company has been handling the paint company's account.

**165,426** Want Ads.  
in 1910 in the

# ATLANTA GEORGIAN AND NEWS.

Most people know that it  
takes a HOME paper  
to get the Want Ads.

**GREATEST IN THE SOUTH.**

## POSSIBLE MARKETS

THIRTY YEARS' GROWTH OF SOUTHERN CITIES.  
(Having more than 25,000 inhabitants in 1910.)

Cities.	1880.	1900.	1910.	1880-1900.	1900-1910.
Atlanta, Ga.....	37,409	89,872	154,839	140.	73.8
Augusta, Ga.....	21,891	39,441	41,040	80.1	4.
Austin, Tex.....	11,013	22,258	29,860	102.1	34.2
Baltimore, Md.....	332,313	508,957	558,485	53.1	9.7
Birmingham, Ala.....	3,086	38,415	132,685	1144.8	245.4
Charleston, S. C.....	49,984	55,807	58,833	11.6	5.4
Charlotte, N. C.....	7,094	18,091	34,014	155.	88.
Chattanooga, Tenn.....	12,892	30,154	44,604	133.9	47.9
Columbia, S. C.....	10,036	21,108	26,319	110.3	24.7
Covington, Ky.....	29,720	42,938	53,270	44.4	24.1
Dallas, Tex.....	10,358	42,638	92,104	311.6	116.
El Paso, Tex.....	736	15,906	39,279	2061.4	146.9
Fort Worth, Tex.....	6,663	26,688	73,312	300.5	174.7
Galveston, Tex.....	22,248	37,789	36,981	69.8	—2.1
Houston, Tex.....	16,513	44,633	78,800	170.2	76.6
Huntington, W. Va.....	3,174	11,923	31,161	275.6	161.4
Jacksonville, Fla.....	7,650	28,429	57,699	271.6	103.
Knoxville, Tenn.....	9,693	32,637	36,346	236.7	11.4
Lexington, Ky.....	16,656	26,369	35,099	58.3	33.1
Little Rock, Ark.....	13,138	38,307	45,941	191.5	19.9
Louisville, Ky.....	123,758	204,731	223,928	65.4	9.4
Lynchburg, Va.....	15,959	18,891	29,494	18.3	56.1
Macon, Ga.....	12,749	23,272	40,665	82.5	74.7
Memphis, Tenn.....	33,592	102,320	131,105	204.6	28.1
Mobile, Ala.....	29,132	38,469	51,521	32.	32.9
Montgomery, Ala.....	16,713	30,346	38,136	81.6	25.7
Nashville, Tenn.....	43,350	80,865	110,364	86.5	36.5
New Orleans, La.....	216,090	287,104	339,075	32.8	13.1
Newport, Ky.....	20,433	28,301	30,309	38.5	7.1
Norfolk, Va.....	21,966	46,624	67,452	112.2	44.7
Portsmouth, Va.....	11,390	17,427	33,190	53.	90.5
Richmond, Va.....	63,600	85,050	127,628	33.7	50.1
Roanoke, Va.....	669	21,495	34,874	3113.	62.2
San Antonio, Tex.....	20,556	53,321	96,614	159.4	81.2
Savannah, Ga.....	30,709	54,244	65,064	76.6	19.9
Shreveport, La.....	8,009	16,013	28,015	99.9	75.
Tampa, Fla.....	720	15,839	37,782	2099.8	138.5
Waco, Tex.....	7,295	20,686	26,425	133.5	27.7
Washington, D. C.....	159,871	278,718	331,069	74.3	18.8
Wheeling, W. Va.....	30,737	38,878	41,641	26.4	7.1
Wilmington, N. C.....	17,350	20,976	25,748	20.9	23.7
Joplin, Mo.....	7,038	26,023	32,073	269.7	22.2
Kansas City, Mo.....	55,785	163,752	248,381	193.5	51.7
Muskogee, Okla.....	.....	4,254	25,278	.....	494.2
Oklahoma City, Okla.....	.....	10,037	64,205	.....	539.7
St. Joseph, Mo.....	32,431	102,979	77,403	217.5	—24.8
St. Louis, Mo.....	350,518	575,238	687,029	64.1	19.4
Springfield, Mo.....	6,522	23,267	35,201	256.7	51.3

## HARRY LASKER OUT OF ADVERTISING BUSINESS.

Harry Lasker has sold his interest in the Paul Block Special Agency to Paul Block. Mr. Lasker did this as he wished to retire from the advertising business and engage in commercial business of an entirely different nature.

Mr. Lasker requests PRINTERS' INK to deny various reports that he is to be connected in the future, directly or indirectly, with any advertising business of whatsoever nature. He will sail for Europe the end of March and on his return move from Chicago to New York City, where he will engage in active work.

## LORD &amp; THOMAS ELECT OFFICERS.

At the annual meeting of the stockholders of Lord & Thomas, held at the offices of the company in Chicago, on

Friday, February 10th, the following directors were elected for a term of three years:

C. R. Erwin, A. D. Lasker, C. C. Hopkins, H. L. Kramer, W. T. Jefferson, P. E. Faust, W. T. Kester, P. V. Troup, E. E. Bullis, B. M. Holman.

Following the stockholders' meeting, the directors met and re-elected the following officers for a term of three years: President, C. R. Erwin; vice-presidents, C. C. Hopkins and H. L. Kramer; secretary and treasurer, A. D. Lasker.

The officers in turn elected an executive committee in whose hands the management of the business will be entrusted, consisting of Messrs. Erwin, Lasker and Hopkins.

President Erwin, in his annual report to the stockholders, said: "This company billed to its clients for advertisements published in 1910, \$6,179,364.53, as against \$2,646,539.75 in 1904, when the present management became actively interested in the business."

# Strathmore Parchment

makes an impression that survives. It bespeaks the Business that endures. Its very suggestion is of square-jawed honesty and square-toed reliability. ❀ ❀

❀ Strathmore Parchment does not come from "common clay."

## The Strathmore Parchment Test Book

shows stationery expressive of the highest business ideals. Ask your printer for it or write us.

The Strathmore Quality Mills  
Mittineague Paper Company  
Mittineague, Mass., U.S.A.





# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AUERBACH, Mgr.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.  
J. GEORGE FREDERICK, Managing Editor.

New York, Feb. 16, 1911.

## Will Magazine Advertising Tax Go Through?

Some who profess to know still assert that no such thing as a tax on magazine advertising will get through Congress, and that there is no need of alarm. It seems incredible that a proposition so unfair, so un-American, so far-reaching in its harmfulness could have reached its present stage in our Congress.

Yet what Washington correspondents called a "dispute at length" in the matter of the proposed increase from one to four cents a pound on advertising matter in magazines took place last week before the measure was reported favorably from committee, eight to two. A very shrewd piece of legislative job-work is contemplated—the tacking of a "rider" to the Post-office Appropriation bill accomplishing the desired object. Any attempt to attack the proposition holds up the sacred Appropriation Bill, and thus it is hoped to put through a particularly bald piece of class legislation against magazines and

magazine advertisers, under the shelter of a bill which Congress is loth to delay. There is danger that the bill and "rider" will go through in the conference at the close of the session.

PRINTERS' INK learns that the difficulties of segregating the advertising for separate weighing are to be very smoothly side-stepped by placing all the burden on the publisher. In other words, publishers will be compelled to measure up the inches or lines of advertising as well as editorial matter, and make a *separate affidavit for each issue of the publication*, guaranteeing the truth of the figures to the Post-office. The weight will then be figured on the percentage of advertising. It is reported that the whole page, where text and advertising is mixed, is to be taxed.

The question of advancing the postal rate on advertising in magazines was taken up at the White House at a conference in which President Taft, Vice-President Sherman, Postmaster General Hitchcock, and Senators Crane and Carter participated. The President, it is said, supported the contention of the Postmaster General that some action should be taken at the present session to aid the department in its efforts to reduce the postal deficit; that if the plan is adopted the postal deficit would diminish \$6,000,000 a year. It is said the House may block the proposed tax, but the matter looks critical.

Although a show of figures has been made to support the contention that magazines are given a larger average haul, the fact that the *express companies* are given the short hauls, which would reduce the mileage of the "average" haul, puts another face on the question. The express companies *underbid* the P. O. rate of one cent a pound and get everything that is profitable out of hauling mail, and leave the Government the rest!

But this is a mild situation compared with the class discrimination against magazine advertising. Strenuous efforts should be made by all concerned to prevent such a measure from passing.

## Keep on the Main Road

The Eastman Kodak Company is a remarkably successful corporation. In many respects it might well serve as a model for any advertising manufacturer. Last year it was able to distribute forty per cent in dividends on its \$19,500,000 of common stock outstanding—which tells its own story. However, to make the showing still more impressive the following six-year table of net earnings is given:

1905 .....	\$4,013,913
1906 .....	4,915,700
1907 .....	6,265,423
1908 .....	6,472,519
1909 .....	6,852,575
1910 .....	8,500,000

Now, any advertiser who is able to double his net earnings in six years on a business of this volume is entitled to respectful attention. Undoubtedly there are many lessons to be learned from the Kodak business by any one who is smart enough to extract them. One inference which is particularly obvious is the general *steadiness* of the Kodak advertising campaign, its consistent adherence to a definite and clear-cut plan and its refusal to be influenced by the varying winds of frill and fancy which have proven the undoing of many advertisers.

There has been no chasing after false gods in the conduct of Kodak advertising. It has persisted in going to the public, with the simplest of appeals. Never has the issue become mixed or confused. Always it is the story of the *pleasure* derived from taking photographs yourself and the *simplicity* of the Kodak's operation. True, the appeal has been dressed up in many different and attractive forms, but always, when analyzed, it reduces to the fundamentals of pleasure and simplicity. One shudders to think what might have become of the Kodak campaign, had the advertising been handled by the type of "expert" who delights to marshal every conceivable argument, pertinent and otherwise, thus befogging the issue and usually resulting in gross overstatements.

Some months ago PRINTERS' INK published an editorial entitled "One Selling Point Enough" which antagonized the views of those advertising men who believe that sixty-nine "points of superiority," more or less, are required to land a sale. The PRINTERS' INK attitude appears to be amply vindicated all along the line and, notably, by the financial statement of the Eastman Kodak Company quoted above. The wisdom of the company's policies is reflected in the entire sanity of its advertising and in its keep-on-the-main-road basis of appeal.

## The Harassed Patent Medicines' Retreat

The retreating Indian, beaten westward by civilization from one stronghold to another, affords an accurate parallel to the questionable patent medicines and their forced advertising recession.

United States District Attorney Sims, in his crusade against patent medicines, has obtained a ruling from the Federal Courts barring out testimonials as evidence in cases where the Government impugns the curative properties of a proprietary medicine as claimed for it in advertisements. Living witnesses to testify that a nostrum marvelously cured them of sundry awful deaths are not to be permitted—only the evidence of physicians as to the ingredients and their properties.

Tremors of alarm are shaking the patent medicine folk, for their most precious totem, the adoring, grateful witness with his inspiring testimony telling how he foiled the Grim Reaper's scythe, is in danger of being carried off bodily. It got a rude seismic shock in the Postum-Collier case, and if it is to go altogether, the overland tramp for strange new advertising hunting grounds must be once more repeated.

Some justice lies in the dolorous chanting of the medicine men, that they are as good as stewed for rabbits from the start in a prosecution under the ruling, because no accredited physician can

possibly give favorable testimony for patent medicine, under pain of ostracism by the medical associations. But while it is true that the medical associations are still regrettably narrow in their rules for recognition of worthy patent medicines, this narrowness has undoubtedly originated and been preserved *because* of the flagrantly immoral and illegal advertising by proprietary medicines of no real value.

If truth is really with a proprietary medicine, proper cross-examination will construct a good case without the need for witness-patients, who, to be candid, really are entirely incompetent as witnesses.

Harassing things are crowding hard on patent medicines of a certain type. Two cases are in the Supreme Court of the United States now—the Miles Medical Company case of price maintenance by numbering every bottle, and the Johnson case, claiming that therapeutic claims for patent medicines are outside the cognizance of the Pure Foods and Drugs law. As if the pot were not boiling merrily enough, Senator Taylor has introduced a bill barring those convicted under the Pure Foods and Drugs law from the mails!

And then with the first of January, 1911, went into effect the pure food ruling which requires that the misleading phrase "Guaranteed under the Foods and Drugs Act, June 30, 1906," which has been used to convey the impression that the Government guarantees products, must be changed to "Guaranteed by [insert name of guarantor] under the Foods and Drugs Act, June 30, 1906." Manufacturers have had two years to get rid of old labels, and many want yet more time. Proof that a stock of old labels remains is securing the extension of time.

The mail-order papers, foreign language newspapers, rural weeklies and other publications which have been a last refuge for questionable medical advertising, are cleaning house and refusing such advertising, and agencies of the better class refuse to place the

business. As told last week in *PRINTERS' INK*, state laws are adding to the bombardment. In consequence the weaker proprietary medicines are unable to live, especially since co-operative organizations of druggists have put in their own brands of everything from a talcum powder to a tonic. It has been said that those who are really succeeding with proprietary medicines have been forced to develop analytical, sales and campaigning ability of a grade met with in few general manufacturing concerns.

The grave part of the matter is that there still remain so many concerns willing to ignore the ethics of public and private responsibility. There are concerns which admit privately that they are "riding two horses—one ethical, and the other unethical." They make good goods—also deceptive goods, being unable to resist the temptation. But the indications are that if advertisers don't clean themselves up, the rest of the advertising profession, backed by law, will do it for them.

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### **The South and the Boost Germ**

It was inevitable that after Boston should go down with the universal germ of community consciousness and push and boost, the South should become inoculated, too.

And if any section of the country has ever been inoculated it is the South. The West is out-Westernized, for the West has never worked as a unit as the South is now working. The fourteen states calling themselves the South have bound themselves together with strong ties. The commercial secretaries are organized, the agricultural, the general business and special industrial interests are tied together in organizations, and the "New South" is a new standard of patriotism, which is likely to be more loyally followed than either the "New West" or the "New East," because of the peculiar devotion to sectional feeling in the South.

A billion-dollar cotton crop

# LIFE'S Circulation

143,000, Not 81,218 Per Issue

In the list of publications whose circulation was certified by the American Newspaper Annual and Directory double page advertisement in Printers' Ink, issue of February 9th, LIFE was credited with a circulation of 81,218 per week.

The above figures are absolutely correct as far as they go. They represent the average net circulation of each issue of LIFE for the first nine months of 1910 only.

They also serve to draw a comparison with LIFE'S continued circulation strides.

**Present circulation, 143,000 per issue.**

George B. Richardson, Adv. Manager, 31st Street, West, No. 17, New York  
B. F. Provandie, Western Manager, 1204 Marquette Building, Chicago, Ill.

for 1910-11 has put life into new enterprises, and the Southern Commercial Congress shortly to convene will undoubtedly stimulate progress to a pitch of enthusiasm as yet unapproached. The city showing the country's greatest proportion of growth since the 1900 census is Birmingham, Ala., a pivotal Southern city, representative of the advance in other Southern cities. Panama Canal expectations are materializing in mammoth preparations on the Gulf for the international traffic coming, and after becoming filled up with the facts about the new South, there doesn't seem to be an excuse left to live in any other part of the country—certainly none to neglect advertising there.

**The Cost of Magazine Success** How much does it cost to-day to start a popular magazine and put it upon a paying basis? A New York publisher, whose experience gives him ample right to speak with authority, fixes the amount at one million dollars—no less.

The cost of starting a magazine and promoting it to a secure national foothold has been steadily increasing. It is not merely that the mechanical cost of manufacture has grown as prices for raw materials climbed. The cost of art and editorial matter of quality has greatly advanced.

Time was when the launching of a new magazine was an event of importance. As magazines multiplied, something more was required to capture the attention of the public than the bare announcement that a new magazine had entered the arena. Instead, the interest of readers had to be aroused by strenuous solicitation and circulation campaigns. This alone means a heavy initial outlay. And this outpouring of money is useless unless the circulation thus obtained is made to "stick" and to grow greater still by substantial editorial contents. Any publisher to-day knows that only good money and a lot of it will buy the writings of able authors and of skillful artists. Good writ-

ing and good art are relatively fixed quantities, not increasing proportionately in supply with demand.

The advertising organization also necessitates a heavy initial expense. It must be maintained by steady expenditures for salaries and maintenance charges at the home office and branches. A wise publisher cannot expect that this organization will secure contracts from most of the national advertisers until the magazine has clearly proved itself.

Magazine publishing to-day has become not unlike other manufacturing enterprises in fields full of keen competition. The manufacturer of a new high-grade toilet soap knows well enough the long, hard road ahead of him. He must create a demand, and that demand must grow into a valuable good will. All of this takes almost endless time and much money.

A manufacturer recently said that the task of overcoming a national apathy and indifference to a new brand of goods was tremendous. If this remark holds true regarding magazines with national ambitions that may be started, the estimate of \$1,000,000 as the amount necessary to put a magazine "into the clear" to-day may not appear so startling.

The publishing of a magazine is as complicated, as delicate and as technical a business as the making of machines. It is sometimes astonishing to hear of the many inexperienced men who entertain ambitions to "break into" the publishing business,—men who would not dream of going into any other line of manufacture with which they were wholly unfamiliar and in which the risk of large capital is a pre-requisite to success. The review of the Ayer directory on another page shows a mortality among magazines which ought never to have been brought into existence and would not have been launched had their sponsors had a gleam of the knowledge possessed by the experienced publisher who declares that a million dollars is none too much to establish a popular magazine as a clean dividend-payer.

## THE EVOLUTION OF MODERN SELLING.

Methods of selling have changed. A man of the old school, applying to us for a position as traveling salesman, admitted his advancing years, but stated that he could still tell a good story!

After we have expressed our pleasure at the change, we wonder who is responsible for it. Is it the buyer or the seller? It must be that both have

had a hand in the change, for both buy the things they sell.

The margin of profit to-day does not permit of squandering the time of either salesman or buyer. The time of each is pretty well taken up in trying to make good. Buyers want facts and figures, definitely stated, and salesmen have them on tap as they never had before. They know their lines and, more, they know that mind has much to do with closing the transaction and that there is no room for stories. In fact, the attempt would be disastrous.—From *Getting Together*.

# Who Goes to Europe?

Any manufacturer contemplating entering the English market or making any change in his advertising arrangements in the United Kingdom is invited to communicate with the undersigned by an early mail, so that an interview may be arranged in April or May

**at which time Mr. Benson will be visiting the States.**

Benson's advertising offices are among the most prominent in the United Kingdom, and are responsible for the advertising of such well known articles as

**Bovril**

**Rowntree's Cocoa**

**Colman's Mustard**

**Cope's Tobaccos**

**Fels-Naptha**

**Edwards' Soup**

and numerous others.

The terms of the house, photographs of the offices, and particulars of work actually being done, together with a copy of a pamphlet entitled "The British Proposition," will be forwarded by return mail to any manufacturer. Correspondence respecting any appointment should reach London as early as convenient, but in no case later than the 10th of April.

KINGSWAY  
HALL,

LONDON, W. C.

Telegrams,

"Spurts London"

*S. H. Benson*

Governing Director, S. H. BENSON, Ltd.

**1847 ROGERS BROS. X S TRIPLE**

"Silver Plate that Wins"

The famous trade mark

"1847 ROGERS BROS." guaran-

tees the *heaviest* triple plate.

Catalogue "P"  
shows all designs

MERIDEN BRITANNIA CO.  
(International Silver Co., Successor)

MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO



## CONDITION OF THE PRESS AS SHOWN BY AYER'S DIRECTORY.

SLIGHT FALLING OFF IN NUMBER  
OF MONTHLY PERIODICALS ONLY  
CHANGE OF NOTE—GENERAL GAIN  
IN NUMBER FOR UNITED STATES  
AND CANADA—AUDIT INNOVATION  
PROVES SUCCESS.

The number of newspapers and other periodicals in the United States and Canada is holding its own and a little bit more. According to N. W. Ayer & Son's authoritative *American Newspaper Annual and Directory* for 1911, which has just been issued, the net gain is 146 in a total of 24,235. No radical changes are recorded, but there is one notable exception to the general increase in the number of periodicals, viz.: the monthly magazines show a net loss of forty-seven during the year, the total loss of eighty-nine distributed through New York, New England and the Western states being only partially offset by gains in other sections. Canada

gained ten monthlies. The net gain in daily newspapers for the United States was five and for Canada, seven.

The *Annual and Directory* itself continues to grow in size, scope and value. It contains, as heretofore, but with increasing data, the same carefully prepared list of newspapers and periodicals published in the United States and Territories, Canada, Cuba and the West Indies, with other statistics of value relating thereto, all classified by location and again by trade or other character; up-to-date description of every place in the United States and Canada where a newspaper is published, including railroad, telegraph, express and banking facilities; and sixty-one accompanying maps, carefully revised and brought down to date.

In addition to these features, there is another upon which the publishers pride themselves, and justly so; that is, the plan for auditing and certifying newspaper circulations, which was introduced two years ago and which the pub-

# You Should Use

The New Age Magazine—if you have anything to advertise to a "quality clientele"—men and women who have the financial ability to buy.

¶ The New Age Magazine is the Mason's own magazine—it's the official organ and is published by the Supreme Council, 33rd degree, of the A. and A. Scottish Rite of Freemasonry for the Southern Jurisdiction of the U. S. Its territory embraces 38 states and the Army and Navy, etc., in which there are 52,000 32nd degree Masons.

¶ 30,000 of these men buy The New Age Magazine—it is read by them and their families—it is their own magazine (it is not a lodge paper, but a standard magazine).

¶ Can you reach so much concentrated quality in any other way? Write for rates to Jas. S. Vance, Business Manager.

## The New Age Magazine

1 Madison Avenue, New York



lishers believe to have now proved itself a success. Fifty-one publications accepted the audit and certification this past year as against only fourteen the year before.

The *American Newspaper Annual and Directory*, as readers of PRINTERS' INK know, is the consolidation of the *American Newspaper Annual*, which has been published by N. W. Ayer & Son since 1880, and the *American Newspaper Directory*, issued by the late George P. Rowell, founder and publisher of PRINTERS' INK.

"The late George P. Rowell," say Messrs. Ayer & Son in an introduction, "began the publication of his *American Newspaper Directory* in 1869, the year in which this firm began business. To the gathering and publishing of newspaper statistics, an undertaking always abounding in difficulties and discouragements, Mr. Rowell devoted the best years of his life.

"The press of this country owes much to the man who for so long collected and published the statistics which inform the outside world of every newspaper enterprise, and contribute so largely to the prosperity and respect which the publishing business enjoys."

Failing health induced Mr. Rowell to consider the transfer of the *Directory* to its present publishers, but this was not accomplished until after his death.

The consolidated work, under its present title, is now, as Messrs. Ayer & Son state, the only publication of its kind, no other attempting seriously to gather newspaper statistics from original sources.

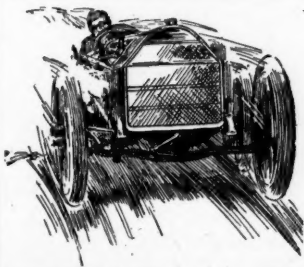
The unique excellence of this large volume of upward of 1,400 pages is in its presentation of the "condition of the press of the country as it is to-day." It "places at the disposal of publishers, of advertisers, of government and corporation officials, of librarians, of students and of business men in general, information not to be procured elsewhere," including unbiased circulation estimates and other data, its 182 special lists of publications, and those covering every important class or trade.

There are listed altogether 24,-

**T**HERE is one simple and accurate kind of circulation statement—NET SOLD describes it. No returns, excluding exchanges, samples, advertisers' and employees' copies. Everything not paid for deducted. That is the only kind of statement made by

## The Chicago Record-Herald

New York Office, 437 Fifth Ave.



**FIRST** In the Automobile and Accessory Fields are

### THE AUTOMOBILE and MOTOR AGE

The greatest non-duplicating single Power for Business in the Automobile Field—

Proved by our subscription lists which are open to inspection. These weekly publications are subscribed to by the cream of car owners and dealers in the United States.

Combined Circulation over  
**78,000 Weekly**

Write for rates and full information.

**THE CLASS JOURNAL CO.**

231-241 W. 39th St., 1200 Michigan Ave.,  
New York Chicago

## A 600,000 Line Wanamaker Contract in Philadelphia for German Gazette

This follows a 300,000 line Gimbel contract to the same paper. What's more convincing proof of the GERMAN GAZETTE'S strength with the 350,000 Germans in Philadelphia than this?

If Wanamaker and Gimbel think the 60,000 German homes are worth getting into, why shouldn't you? One rate covers all the best German papers in the city. That is why there is no waste circulation in going after the German-speaking population of the third largest city in the country.

Wanamaker knows. So does Gimbel. So do you—now.

The German Gazette Publishing Co.,  
Philadelphia.



**Dictate to the Dictaphone**

As an efficiency-expander and a time-condenser nothing equals the Dictaphone.

We want to attach a Dictaphone feed-wire to a lamp-socket in your office and leave the outfit to demonstrate itself for a few days.

**THE DICTAPHONE**  
Box 111, Tribune Bldg., New York  
Columbia Phonograph Co., Gen'l,  
Sole Distributors

235 publications, an increase of 146 over last year. There are shown 11,219 towns where newspapers are published, an increase of 170. Some 1,573 new publications are listed. The suspensions and consolidations make the net gain 146, as stated. Several new lists have been added to the class publications, one of which, for example, as showing the minuteness of subdivision, gives the names of papers devoted to the "New Thought."

The difficulties which attend the compilation of such a mass of material and the making of more than 35,000 changes of record are increased by the high standard sought by the publishers. Every year a printed proof of the entry of each and every one of the 24,000 newspapers in the *Annual and Directory* is cut out, mounted on a blank and mailed to the publisher with the request that he make any necessary corrections and return it. Of the 15,000 or 16,000 newspapers whose publishers felt sufficient interest in their correct representation to return the blanks, many were found to have changed in size, price, issue, name, politics or ownership.

"The summary of the changes made in a single year," say the publishers of the *Annual and Directory*, "instances the truth of the statement made by the late George P. Rowell, when he declared that a last year's directory had about as much value as a canceled postal stamp."

No changes in the *Annual* are made upon mere hearsay. Neither is the publisher's statement accepted as necessarily conclusive. Sworn circulations are distinguished from estimated figures, and audited figures are still further featured. When sworn or audited figures are not available, a painstaking estimate is made. Every care is taken to make the statements mean something to advertisers and other publishers.

The changes in the different classes of newspapers and periodicals, while slight, are worthy of mention. The number of daily newspapers in the United States and Territories has changed from

2,467 in 1910 to 2,472 in 1911; tri-weekly, from 59 to 66; semi-weekly, 610 to 617; weekly, 16,181 to 16,269; fortnightly, 57 to 55; semi-monthly, 249 to 264; monthly, 2,816 to 2,769; bi-monthly, 71 to 75; quarterly, 196 to 200; miscellaneous, 19, unchanged. The only losses are in the fortnightlies and in the monthlies—2 and 47.

The changes in the number of the monthlies may be further analyzed. New England shows a net loss of 12, New York 22, and the Western states, 55. There are, on the other hand, net gains of 3 each in the outlying territories and the Pacific Slope; 8 in the Middle Atlantic states, 9 in the South and 19 in the Middle West. The greatest loss is in the Western states and the greatest gain is in the Middle West.

In Canada, newspapers and periodicals of all classes increased from 1,364 to 1,429. Monthlies show an increase of from 198 to 208. There are no losses in any class.

The first *American Newspaper Directory* ever published was issued in 1861, by Daniel J. Kenny, in New York. In the preface to that volume, Mr. Kenny says: "The rapid increase of newspapers in this country, as exhibited in the tables prepared for this work, is almost beyond belief to one who has not watched their progress; and no better index can be found by which to determine the advancement of the country, in wealth and intelligence, than that which is afforded in the facts which this inquiry will supply."

Fifty years ago, in 1861, when this directory was published, the population of the country was 31,641,977. It is now, roughly, three times that. The rapid increase of newspapers which Mr. Kenny considered almost beyond belief has continued, and at an accelerated rate. The daily papers in 1861 were 450 in number; to-day they are 2,472; tri-weekly then, 74, now 66; semi-weekly, 63, now 617; weekly, 4,273, now 16,269; fortnightly, semi-monthly and monthly, 356, now 3,088; bi-monthly, none, now 75; quarterly, 38, now 200.

## The Arizona Republican

Arizona's one great newspaper published at Phoenix, Arizona. The only paper published every day in the year. From 12 to 30 pages. The Republican is the only daily having a general circulation in Arizona.

Western Representatives  
Allen & Ward  
Chicago

Eastern Representatives  
Leonard & Lewis  
New York City

**JOSEPH M. LEVY**  
Adv. Mgr.

Rate card on application

The Most Complete

## CIRCULATION STATEMENT

Ever Issued By Any Newspaper  
Has Just Been Issued by the

## NORFOLK, NEBR. DAILY NEWS

The World's Greatest Country  
Newspaper

IT'S prepared in folder form, convenient for filing and contains: rate card, circulation statement sworn to by the publisher, map of the territory covered, the name of every town reached, its population, the number of subscribers in the town and on the rural routes out of that town, the number of different kinds of stores in each town and all other information required by an advertiser or agency.

A copy will be sent you upon request.

New York Representative  
Ralph R. Mulligan, 38 Park Row  
Chicago Representative  
C. J. Anderson, Marquette Bldg.

## Advertisers' Gut Book

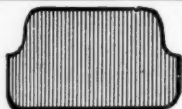


### Ideas That Hit the Mark

Unusual illustrations in one and two colors—full of life and action—1,000 catch-line suggestions.

Price 25c—and worth it.  
Your book is ready.

MOONEY-DICKIE CO., Illustrators, St. Louis, Mo.



### Won't Crack or Show Finger Marks

Here is a real office convenience—celluloid tipped card index guides. Always clean, always in place. Fold over top of card and stay there. Don't crack, curl or fray.

### Celluloid Tipped Guide Cards

outlast all others. Three of the ordinary guides fail to give the service that one of ours gives. Ask your dealer for the "one piece" Celluloid Tip Guides or write for samples.

**STANDARD INDEX CARD CO.**

701-709 Arch St., Philadelphia

## Lincoln Freie Presse

LINCOLN, NEB.

Actual Average  
Circulation **143,054**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

I desire to connect with a firm that knows the difficulty of getting the right idea into their printing and advertising matter. As a

### Designer and Supervisor of Printed Advertising Matter

I can utilize the mechanical processes best adapted to the work to be done and handle copy so as to produce maximum results at a minimum cost. Am a practical printer and have had exceptional experience in advertising and display work. If you have a position for a man who can help you get more effective printed matter, address "E. N. G.," care Printers' Ink.

Thus, while the population of the country increased three times, practically all classes of newspapers and periodicals were increasing much faster; the daily newspapers more than five times, the semi-weeklies ten times, the weeklies four times, the fortnightly, semi-monthlies and monthlies together nearly ten times, and the quarterlies six times. The items of significance to advertisers are the increase in the number of dailies and monthlies, and this growth has now, in the case of the monthlies, been met, as said, with a slight check. The increase in the number of weeklies over the number last year and fifty years ago would be more suggestive if the weeklies were classified into independent weeklies and those which are weekly issues of daily papers. It is somewhat interesting to observe that with a gain along other lines during fifty years, the number of tri-weeklies has actually diminished; it is shown they fill practically no want at all.

### "LESLIE'S" SPECIAL SOUTHERN NUMBER.

The "special Southern number" of *Leslie's*, which is scheduled for issue April 6th, has an abundance of features. Each Governor in the South tells some remarkable facts regarding the progressive policy of his State. The noted Southern editors will write the Editorial page. "A Greater Nation Through a Greater South," will be the inspiration of John M. Parker, president of the Southern Commercial Congress. "How the Panama Canal Will Help the South," will be described by Col. T. P. Thompson, of New Orleans. Charles M. Harvey will write on "What Southern Women Have Done for the New South." "Growth of Southern Transportation Facilities" is the subject of President W. W. Finley, of the Southern Railway. These are only a few of the important articles.

The pictorial features are no less interesting. The cover is a striking portrait of Gen. Lee, heretofore unpublished. Typical Southern industries are portrayed in a series of striking photographs. Every article will be elaborately illustrated.

Edward F. Trefz was the guest of honor at a banquet of the Cedar Rapids Ad Club, January 26th. Mr. Trefz's subject was "The Twentieth Century Evangel," and his address was followed with great interest.

## ANTIQUITY OF THE TRADE-MARK.

WHAT PRODUCERS OF THE MIDDLE  
AGES KNEW ABOUT TRADE-MARK-  
ING GOODS AND BUILDING UP GOOD  
WILL WITH THE CONSUMER.

By Charles F. Benjamin.

In advising manufacturers to place their own trade-marks upon their products and advertise the fact to the public, so as to create and establish a "consumer demand," PRINTERS' INK is harking back to very ancient practices. It may strengthen the argument to cite just a few of the almost innumerable examples of what the manufacturers of the Middle Ages did to identify themselves with their products, and thereby to create that intangible but enormously valuable connection with the consuming public known as "good will."

Of course, the readers of this vagrant skit will remember that, in the Middle Ages, production and distribution were fenced in and fettered by a multitude of restrictive laws and trade regulations, but it was just as true then as now that opportunity lay in wait at each man's door, and that those who took "occasion by the hand" reaped rewards as rich, relatively speaking, as any since their time. We have only to recall Dick Whittington—the Carnegie of his day—minus the fictitious cat, and Ned Osborne, founder of the ducal house of St. Albans, to realize what it means to a producer to be *persona grata* to the consuming public.

More than six centuries ago, English bakers trade-marked their loaves, and though the mark was primarily intended as a required guaranty of weight and quality, it must be evident that in the case of those who habitually "made good" the mark was a valuable asset.

From the year 1363 downward, every goldsmith had and used his own trade-mark, and we know, historically, how rich and important the successful goldsmiths became, being nothing less than the

The Best  
Paper in  
Rich South  
Georgia—

## The Albany Herald

Is acknowledged to be the best  
paper in this richest of rich sec-  
tions. It is the cleanest, liveliest  
Small City Afternoon Daily in  
the South.

Over 2300 Guaranteed  
FLAT RATE

Address

HERALD PUBLISHING CO.,  
ALBANY, GA.

## pliability

At last a printer who has  
ideas of his own—yet  
recognizes that *your way*  
is right for *your job* though  
it may not conform to his  
preconceived notion.

Briefly—a printer whose in-  
itiative is ballasted by sound  
judgment.

Try us out on this.

The Reliance Press  
300 to 310 E. 22d St.  
New York  
(Schlegel Building Cor. 2d Ave.)

## pliability

## Wanted

### A new line of thought in our copy

You know how Diapepsin got away with it on the "prescription" scheme, how Booth goes to it with "imitation reading" and Cooper cleans 'em up with a demonstration.

Have you thought you have the ability to write a new line of trade winning thought into patent medicine copy?

Ours is a line of medicines you could write for with a clear conscience. All worthy goods.

We will come across liberally for brains in copy writing.

Here is a chance for some bright people to make a piece of money on the side.

Confidential if desired.

Send a few samples of copy if you wish to. Address,

"MEDICINE MAN," care Printers' Ink

## I WANT A JOB

I have had the same one for seven years. "Made good" by making \$4.00 for my publisher for every Dollar I made for myself.

I want a wider field. If you have the field—I have the plow.

"Plow," Box 47,  
Printers' Ink.

Rothschilds and Pierpont Morgans of their time.

More to the present point is the fact that in 1389 every weaver and finisher of cloth was required to trade-mark every bolt that went into the market for consumption, and, compulsory as the practice was, it opened wide the door of reward.

There are casks in English breweries and distilleries to-day bearing the trade-marks of the coopers who, centuries ago, made their little fortunes from their superior ingenuity and integrity. In short, in olden times, trade-marking of their products by manufacturers was well-nigh universal, and biographical materials are ample to show that a good mark, well sustained, was a thing of great intrinsic value. If so then, how much more now, when the producer with a well-chosen mark, backed up by the goods bearing it, has a short and cheap cut to even more than the teeming millions of the continental United States. Surely, PRINTERS' INK is on the right track in this matter.

### A. L. GREEN TALKS ON IMPORTANCE OF LAYOUT.

One of the problems of the advertising men, according to A. L. Green, advertising manager of the Boston store, Milwaukee, who spoke at the Advertisers' Club luncheon there February 1st, is to give artificial interest to things that do not possess natural interest.

"It is this feature," said Mr. Green, "that makes the advertisement's layout so important. There are four features essential to good advertising: First, it must be prominent in order to be seen; second, it must be attractive and interesting in order to be read; third, it must be respectful and respectable to inspire confidence; and fourth, it must be convincing to bring results."

A number of psychological experiments were quoted as showing the attention-value of different sentences and spaces. Actual results indicated that a word of four letters had much greater attention-value than a longer one and that a headline of four words could be read easier than a longer one.

### KIRTLAND GOES WITH LEVEN-NICHOLS.

Benjamin F. Kirtland has resigned from Lord & Thomas, Chicago, after twenty years' service, to accept the vice-presidency of the Leven-Nichols Advertising Company, Chicago. He is well known as an advertising solicitor.

# Classified Advertisements

## ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

## ADVERTISING AGENCIES

**H. W. KASTOR & SONS ADVERTISING CO.,** Laclede Building, St. Louis, Mo.

**ALBERT FRANK & CO.,** 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

**An advertising team of proved capacity—two heads, you know, are better than one—could do a lot for that business of yours. You can secure their services to write your catalogs, newspaper copy, letters, or other advertising matter. They are in position to give some time to you. Address, "THE ADVERTISING TEAM," care of Printers' Ink, Chicago Office, 1502 Tribune Building, Chicago, Ill.**

## ADVERTISING MEDIA

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

**THE TEXTILE MANUFACTURER,** Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

**THE** circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

**THE REAL TRUTH ABOUT THE BLOWING UP OF THE MAINE,** by one who knows, in January "CUBA OPPORTUNITIES." Sample copy 10 cents, mailed. Box 1078, Havana, Cuba. L. Maclean Beers, publisher.

## BILLPOSTING

**FRED PEEL,** official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA,** Times Building, New York City. Send for estimates.

## BUSINESS OPPORTUNITIES

### Isle of Pines, W. I.

**FOR SALE** a live Weekly English Newspaper proposition, with good subscription list, steady year round advertisers and plenty of job work. Write **L. MACLEAN BEERS,** Box 1078, Havana, Cuba.

## ENGRAVING

**PERFECT** copper half-tones, 1 col. .41; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.,** Youngstown, Ohio.

## FOR SALE

**FOR SALE—One** Hoe Perfecting Newspaper Press, with complete Stereotyping Outfit and twelve form tables, capable of printing 4, 6, 8, 10 and 12 pages at a time, with a speed of from 10,000 to 20,000 per hour. May be seen daily in operation at our office, **CHESTER TIMES,** Chester, Pa.

**FOR SALE—Two** Linotype Machines, single letter, in good condition. Matrices, 7 point No. 2, also in fairly good shape. Individual motors. Machines are running every day and doing splendid work. Can be changed to two-letter machines at very little expense to purchaser. **CHESTER TIMES,** Chester, Pa.

## HELP WANTED

**TWO** of the leading mechanical trade papers want some hustling subscription men. Exclusive territory given and mighty good money can be made. They can be worked in connection with another line if wished. Address, "BOX 333," care of Printers' Ink, New York City.

**POSITIONS OPEN** in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE,** Springfield, Mass.

**WANTED—AN ABLE AND EXPERIENCED** advertising man to take full charge of the advertising and management of a company in Northern Ohio. Satisfactory salary to the man capable of placing a new article of undisputable merit on the market. All correspondence will be treated confidential. Address "OPPORTUNITY," care of Printers' Ink.

**WANTED—AN ABLE AND EXPERIENCED** advertising man of executive ability, capable of managing salesmen and placing a new article of proven merit upon the market. Salary no object to the right man who can deliver the goods. Correspondence treated confidentially. Address "DRUG SPECIALTY," care Printers' Ink.

## HOTELS

**THE LITTLE HOTEL WILMOT,** in Penn Square, Philadelphia, a step from the Penna. Ky. Station, is not a commercial hotel, but rather a pleasant meeting place for Artists, Publishers, College Men, Advertisers, etc., etc. A good room for \$1. If you bring your wife, \$2. **THE RYERSON W. JENNINGS CO.**



## INFORMATION AND ILLUSTRATIONS

**ASK THE SEARCH-LIGHT**  
Anything You Want to Know.  
341 Fifth Avenue, New York.

## LABELS

**3,000 Gummed Labels, \$1.00**  
Size, 1x2 inches, printed to order  
and postpaid. Send for Catalog.  
Fenton Label Co., Phila., Pa.

## LETTERS FOR SALE

### 76,350 LETTERS FOR SALE

REPRESENTING 50 States, Canada and  
U. S. possessions. Bona fide customers'  
letters to nationally known manufacturers.  
Excellent material for mail order,  
instalment or premium purposes. Address  
offers to "RELIABLE FIRM," care of  
Printers' Ink.

## LISTS.

PROSPEROUS CALIFORNIA FARMERS'  
ADDRESSES, copied from original letters.  
Guaranteed best buyers. Send for some and be  
convinced. Trial hundred, 25 cents; 500, \$1.  
The Barstow Company, Box 18, Oakland, Calif.

## MAIL ORDER

**Advertiser wishes to run a mail**  
order business and invites samples and prices  
of suitable articles. "J," 365, Birkbeck Bank  
Chambers, London, W. C., England.

## MISCELLANEOUS

**YOUNG MEN AND WOMEN** of ability who  
seek positions as ad writers and ad managers  
should use the classified columns of **PRINTERS'**  
**INK**, the business journal for advertisers, published  
weekly at 12 West 31st St., New York.  
Such advertisements will be inserted at 20 cents  
a line, six words to the line. **PRINTERS' INK** is  
the best school for advertisers, and it reaches  
every week more employing advertisers than  
any other publication in the United States.

## POSITIONS WANTED

**WANTED**—Agency propositions. What have  
you? Ernest F. Morse, Luverne, Minn.

### Ad. Writer-Editor

Original, clever, forceful, of wide experience,  
wants employment. Moderate salary. Address  
"S. R.," care Printers' Ink.

**A BRAINY, AMBITIOUS YOUNG MAN**  
(26) desires position with advertising man-  
ager or agency. Has good character and an ex-  
cellent general ability record (three positions in  
eleven years). Powell student. References.  
"J. R. S.," care Printers' Ink.

**ADVERTISING MAN** (24), graduate Inter-  
national Correspondence School advertising  
course; practical agency experience; valuable  
ideas on economical and effective advertising.  
Moderate salary until ability is proven. Let me  
hear from YOU. Address, "A. C.," Printers' Ink.

**BOOKKEEPER**, Stenographer, experienced  
and reliable, desires position with promise of  
advancement. Advertising school graduate.  
"D. P.," care Printers' Ink.

**NEWSPAPER** needing Advertising Manager  
with grit and ginger, can secure my services.  
Executive and copy writing ability, able to get  
new contracts and assist present advertisers.  
Long newspaper and department store experi-  
ence. American, 35, married; good habits and  
address. Employed, but want connection with  
a future. "HUSTLER," care Printers' Ink.

### Classified Manager

would like position with some live newspaper.  
Have best experience obtainable from largest  
Metropolitan Newspapers. Insure both capa-  
bility and energy; thoroughly familiar with the  
latest systems and ideas used by the leading  
classified mediums. If interested, address,  
"A. L.," Printers' Ink.

**YOUNG MAN** (27) WHO HAS BEEN  
employed for four years as assistant  
in Advertising Department of a manufacturing  
concern handling a proposition of National  
scope, desires to connect with another com-  
pany in a similar capacity. Can satisfactorily  
explain reason for changing and can furnish re-  
commendation as to capabilities from present em-  
ployer. Salary \$1,300. "W. S.," care Printers' Ink.

### An Experienced Advertising Man

thoroughly familiar with advertising for retail,  
wholesale and manufacturing houses—a strong  
writer of the copy that pulls results—needs a  
change of location. A large salary would not  
be such an attraction as an opportunity to  
connect with wide-awake people. If you want  
the man that writes the right ads, in the right  
way, at the right time, write right away to  
A. B. B., care of Printers' Ink, New York.

## PRESS CLIPPINGS

**MANHATTAN** Press Clipping Bureau,  
Arthur Cassot, Prop., supplies the best  
service of clippings from all papers, on any  
trade and industry. Write for terms 334 Fifth  
Ave., New York City.

**ROMEIKE'S PRESS CLIPPING BUREAU**,  
110-112 West 26th Street, New York City,  
sends newspaper clippings on any subject in  
which you may be interested. Most reliable  
Bureau. Write for circular and terms.

## PRINTING

**GENERAL PRINTING, CATALOGUE and**  
**BOOKLET WORK.**—Unusual facilities  
for large orders—monotype and linotype ma-  
chines—large hand composing room, four-  
color rotary, cylinder, perfecting, job and  
embossing presses, etc. Original ideas, good  
workmanship, economy, promptness. Op-  
portunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N. Y.

## TRADE MARK WANTED

**WE** want a good trade name for our hams,  
bacons and sausages. To get the best re-  
sults we have decided to offer a cash prize of  
twenty-five dollars for the accepted suggestion.  
Competition will close and prize be awarded  
March the first. OSCAR F. MAYER & BRO.,  
1241 Sedwich Street, Chicago, Illinois.

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

**Birmingham, Ledger**, dy. Average for 1909, 20,628. Best advertising medium in Alabama.

**Montgomery, Advertiser**, net average June, 1910, 17,640 dy; 22,335 Sun. Carries more foreign advertising than other Ala. newspaper. Best results.

**Montgomery, Journal**, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

## COLORADO

**Denver, Post**, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1909, 61,088.

37 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## CONNECTICUT

**Bridgeport, Morning Telegram**, daily average for Dec., 1910, sworn, 13,851. You can cover Bridgeport by using *Telegram* only. Rate 1½c. per line flat.

**Meriden, Journal**, evening. Actual average for 1909, 7,729; average for 1910, 7,801.

**Meriden, Morning Record & Republican**. Daily aver. 1908, 7,739; 1909, 7,739.

**New Haven, Evening Register**, daily. Aver. for 1910 (sworn) 19,096 daily 2c.; Sunday, 14,783, 5c.

**New London, Day**, ev'g. Average 1910, 6,892. Makes New London a one paper city.

**Norwalk, Evening Hour**. Average circulation exceeds 3,800. Carries half page of wants.

**Waterbury, Republican**. Average for 1909, Daily, 6,651; Sunday, 7,051.

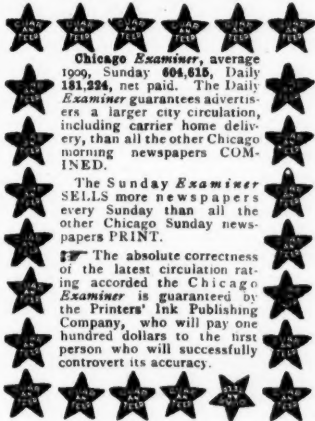
## ILLINOIS

**Champaign, News**. Leading paper in field. Average year 1910, 8,184.

**Joliet, Herald**, evening and Sunday morning. Average for 1910, 7,551.

**Peoria, Evening Star**. Circulation for 1910, 21,143.

**Sterling, Evening Gazette**, average circulation for 1908, 4,409; 1909, 5,123; 1910, 5,144.



**Chicago Examiner**, average 1909, Sunday 604,615, Daily 181,324, net paid. The Daily *Examiner* guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

37 The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

## INDIANA

**South Bend, Tribune**. Sworn average 1910, 11,766. Best in Northern Indiana.

## IOWA

**Burlington, Hawk-Eye**, daily. Average 1910, 9,404. "All paid in advance."

**Dubuque, Times-Journal**, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,426.

**Washington, Eve. Journal**. Only daily in county. 2,009 subscribers. All good people.

**Waterloo, Evening Courier**, 53rd year; net av. July, '10-Dec., '10, 7,090. Waterloo pop., 27,000.

## KENTUCKY

**Lexington, Herald**. D. av., '09, 6,872. Sunday, 7,802. Week day, 6,497. "When you advertise in *Lexington Herald*, you cover Central Kent'cky."

**Louisville, The Times**, evening daily, average for 1910 net paid 48,834.

## MAINE

**Augusta, Kennebec Journal**, daily average 1910, 9,319. Largest and best cir. in Cent. Me. **Bangor, Commercial**. Average for 1910, daily 10,199.

**Lewiston, Sun.** Daily average 1910, 5,440. Last 3 months of 1910, are 5,847.

**Portland, Evening Express**. Average for 1910, daily 16,936. Sunday *Telegram*, 11,266.

## MARYLAND

**Baltimore, American**. Daily av. 1st 6 mos., '10, 79,324; Sun., 102,476. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1910, **82,405**. For Jan., 1911, **80,292**.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



### MASSACHUSETTS

Boston, *Evening Transcript* (☉). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1910, **183,720**—Dec. av., **188,543**.

Sunday 1910, **321,878**—Dec. av., **330,717**. Advertising Totals: 1910, **7,923,108** lines Gain, 1910, **586,831** lines

**2,394,103** more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, *Daily Post*. Greatest January of the *Boston Post*. Circulation averages: *Daily Post*, **331,477**, gain of **46,268** copies per day over January, 1910. *Sunday Post*, **300,519**, gain of **42,717** copies per Sunday over January, 1910.

*Human Life*. The Magazine About People. Guarantees and proves over **160,000** copies monthly. *Lawrence, Telegram*, evening, 1910 av. **8,543**. Best paper and largest circulation in its field.

*Lynn, Evening Item*. Daily sworn av. 1907, **16,532**; 1908, **16,396**; 1909, **16,539**. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality. *Salem, Evening News*. Actual daily average for 1910, **18,763**.

*Worcester, Gazette*, evening. Av. '10, **17,502**. The "Home" paper. Largest ev'g circulation.

### MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. **50,000**.

★ *Jackson, Patriot*, Aver. year, 1910, daily **10,720**, Sunday **11,619**. Greatest circulation.

### MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 6 months, 1910, (to July 1), **23,806**.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for six months ending June 30, 1910, **103,916**.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



### CIRCULAT'N



by Printers' Ink Publishing Company

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, **91,260**. Average circulation of Sunday *Tribune* for same period, **81,523**.



Minneapolis, *Journal*, Daily and Sunday (☉). In 1910 average daily circulation evening only, **77,348**. In 1910 average Sunday circulation, **80,655**. Daily average circulation for Jan., 1911, evening only, **78,210**. Average Sunday circulation for Jan., 1911, **82,323**. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



Minneapolis, *Svenske Amerikanska Posten*. Swan J. Turnblad, pub. Av. 1909, **54,455** A.A.A.

### MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1910, **125,109**

### NEBRASKA

Lincoln, *Deutsch-Amerikan Farmer* weekly. **140,221** for year ending Dec. 31, 1910

Lincoln, *Freis Press*, weekly. Average year ending Dec. 31, 1910, **141,048**

### NEW JERSEY

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Av. 1c—'07, **20,270**; '08, **21,326**; 2c—'09, **19,062**; March, '10, **20,263**.

### NEW YORK

Albany, *Evening Journal*. Daily average for 1909, **16,921**. It's the leading paper.

The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, **54,553**.

Buffalo, *Courier*, morn. Av., '10 Sunday, **86,737**, daily, **46,284**; *Enquirer*, evening, **32,278**.

Buffalo, *Evening News*. Daily average for 1908, **94,033**; 1909, **94,307**, 1910, **94,232**.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1910, **6,104**.

Newburgh, *Daily News*, evening. Average circulation entire year, 1909, **8,718**. Circulates throughout Hudson Valley. Examined and certified by A.A.A.



### NEW YORK CITY

The *Automobile and Motor Age*. Largest Single non-duplicating power for business in the Automobile field. Class Journal Co., N. Y., Chicago.

*Baker's Review*, monthly. W. R. Gregory Co., publishers. Actual average for 1909, **7,666**.

*Clipper*, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, **25,903** (☉).

The *Tea and Coffee Trade Journal*. Average circulation for 12 months to January 1, 1910, **6,541**; August, 1909 issue, **20,000**.

The *World*. Actual average, 1910, Morning, **362,108**. Evening, **411,320**. Sunday, **447,664**.

Foughkeepsie, *Star*, evening. Daily average year, 1910, **8,710**; last four mos. 1910, **6,187**.

**Schenectady, Gazette**, daily. A. N. Lietcy. Actual average for 1910, **19,246**. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

**Schenectady, Star**. Average July, Aug., Sept., 14,271. Sheffield Sp. Ag'cy, Tribune Bldg., N.Y.

**Syracuse, Evening Herald**, daily. Herald Co., pub. Aver. 1909, daily **32,558**; Sunday, **40,922**.

**Troy, Record**. Av. circulation 1910, (A. M., **8,102**; P. M., **17,687**) **22,789**. Only paper in city which has permitted A.A.A. examination, and made public the report.

**Utica, National Electrical Contractor**, mo. Average for 1909, **2,583**.

**Utica, Press**, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, **18,117**.

## NORTH CAROLINA

**Charlotte, News**. Evening and Sunday. Aver., 1909, **7,846**. I leads all evening papers in two Carolinas in circulation and advertising.

## NORTH DAKOTA

**Grand Forks, Nordmanden**. Norwegian weekly. Actual average for 1909, **9,480**.

## OHIO

**Cleveland, Plain Dealer**. Est. 1841. Actual average for 1909: Daily, **80,938**; Sunday, **103,886**. For Dec., 1910, **86,694** daily; Sunday, **119,076**.

**Youngstown, Vindicator**. D'y av., '09, **18,358**; LaCoste & Maxwell, N. Y. & Chicago.

## OREGON

**Portland, The Evening Telegram** is in its 34th year. Owns exclusive Associated Press afternoon franchise. It printed 153 more PAGES of local mercantile advertising than its nearest afternoon contemporary. For the year of 1910 it shows a gain over 1909 of 64,861 inches, equal to 3,243 columns, or 463 pages. The foreign advertising gain was 2,435 inches and the classified 14,125 inches. Sworn average circulation for Dec., 1910, **31,311**.

## PENNSYLVANIA

**Erie, Times**, daily. **21,269** average, Dec., 1910. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

**Johnstown, Tribune**. Average for 12 mos. 1910, **13,228**. July, 1910, **13,462**. Only evening paper in Johnstown.

**Philadelphia, Confectioners' Journal**, mo. Average 1908, **5,517**; 1909, **5,522** (C).

**Washington, Reporter and Observer**, eve. and morn. Circulation for October, 1910, **12,936**.

**West Chester, Local News**, daily, W. H. Hodgson. Aver. for 1909, **18,860**. In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre, Times-Leader**, evening; only daily in Luzerne County to permit A. A. A. examination this year. Examination showed **17,300** net for last six months, gain of **\$1,158** net in two years.

**York, Dispatch and Daily**. Average for 1910, **18,767**.

## RHODE ISLAND

**Pawtucket Evening Times**. Average circulation 12 mos. ending Dec. 31, '10, **19,828**—sworn.

**Providence, Daily Journal**. Average for 1910, **22,788** (C). Sunday, **30,771** (C). **Evening Bulletin**, **48,328** average 1910.

**Westerly, Daily Sun**, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1910, **8,423**.

## SOUTH CAROLINA

**Charleston, Evening Post**. Evening. Actual daily average 1909, **5,311**. July, 1910, **6,964**.

## TEXAS

**El Paso, Herald**, year 1910, **11,351**. Only El Paso paper examined by A. A. A.

## VERMONT

**Barre, Times**, daily. F. E. Langley. Av. 1910, **5,625**. Examined by A.A.A.

**Burlington, Free Press**. Daily average for 1910, **9,112**. Largest city and State circulation. Examined by Association of Amer. Advertisers.

**Montpelier, Argus**, dy., av. 1909, **3,848**. Only Montpelier paper examined by the A. A. A.

**St. Albans, Messenger**, daily. Average for 1909, **3,184**. Examined by A. A. A.

## VIRGINIA

**Danville, The Bee**. Aver. Dec., 1910, **4,178**; Jan., '11, **4,284**. Largest circ't'n. Only eve. paper.

## WASHINGTON

**Seattle, The Seattle Times** (C) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1910 cir. of **64,741** daily, **84,303** Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. The Times carried in 1910, **12,328,918** lines, beating its nearest competitor by **2,701,284** lines.

**Tacoma, Ledger**. Average year 1910, daily, **18,967** Sunday, **27,348**.

**Tacoma, News**. Average for year 1910, **19,212**.

## WISCONSIN

**Janesville, Gazette**. Daily average, Dec., 1910, daily **5,642**; semi-weekly, **1,810**.

**Madison, State Journal**, daily. Actual average for Jan., 1910, **6,960**.

**Milwaukee, The Evening Wisconsin**, daily. Average daily circulation for 1910, **41,897**. Average daily gain over 1909, **4,776**. The *Evening Wisconsin* is pre-eminent the Home Paper of Milwaukee. Rigid Circulation Examination completed by Association of American Advertisers Oct. 3rd, 1910. Chas. H. Eddy, Foreign Rep., 1 Madison Avenue, New York, 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)

**Milwaukee, The Milwaukee Journal**, (eve.) Daily Av. circ. for 12 mos. **63,268**. Jan. gain over 1910, **3,906**. Circulation double that of any other Milwaukee paper. Flat rate 7c. per line. In over 60% of Milwaukee homes. C. D. Bertholet, Mgr. Foreign, Boyce Bldg., Chicago; J. F. Antisdell, 305 Fifth Avenue, N. Y. City.

**Oshkosh, Northwestern**, daily. Average for year 1910, **10,082**. Examined by A. A. A.

**Racine, Daily Journal**. Dec., 1910, circulation, **8,517**. Statement filed with A. A. A.



## THE WISCONSIN AGRICULTURIST

**Racine, Wis.**. Established. 1877. Actual weekly average for year ended Dec. 31, 1910, **61,827**. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office. W. C. Richardson, Mgr.

## WYOMING

**Cheyenne, Tribune**. Actual net average year, 1909, daily, **6,126**; semi-weekly, **4,994**.

## MANITOBA, CAN.

**Winnipeg, Free Press**, daily and weekly. Average for 1909, daily, **40,890**; daily Dec., 1910, **50,506**; weekly 1909, **37,080**; Dec., 1910, **26,144**.

**Winnipeg, Der Nordwesten**. Canada's National German weekly. Av. 1910, **18,484**. Rates 56c in Winnipeg, *Telegram*, dy. av. Jan., '11, **25,575**, (Saturday av. **37,537**). Farmers' Weekly, same period, **30,000**.

## QUEBEC, CAN.

**Montreal, La Presse**. Daily average for November 1910, **101,139**. Largest in Canada

# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## CONNECTICUT

**NEW HAVEN Register.** Leading want ad medium of State. Rate 1c. a word.

## ILLINOIS

**THE Chicago Examiner** with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

## INDIANA

**THE Indianapolis Star** is the leading "Want Ad" Medium of the State. Only Sunday paper. Rate 1 cent per word. **THE INDIANAPOLIS STAR**, Indianapolis, Ind.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

**THE Boston Evening Transcript** is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



**THE Boston Globe**, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



## MINNESOTA

**THE Minneapolis Tribune** is the recognized Want Ad Medium of Minneapolis.

**CIRCULATION** **THE Tribune** is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ended Dec. 31, 1910, 2,513,483 lines of classified advertising. Rates: 1 cent a word, cash with order;—or 10 cents a line, where charged by Printers: **Ink Pub. Co.**—daily or Sunday.



**THE Minneapolis Journal**, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Jan., 1911, amounted to 161,282 lines; the number of individual ads published were 20,783. Eight cents per agate line it charged. Cash order one cent a word, minimum, 20 cents.



## MISSOURI

**THE Joplin Globe** carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

**THE Anaconda Standard**, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

## NEW YORK

**THE Albany Evening Journal**, Eastern N.Y.'s best paper for Wants and Classified Ads.

**THE Buffalo Evening News** is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

## OHIO

**THE Youngstown Vindicator**—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

**THE Oklahoman**, Okla. City, 35,948. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

# (OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

## ALABAMA

The *Mobile Register* (OO). Established 1821. Richest section in the prosperous South.

## GEORGIA

*Atlanta Constitution* (OO). Now as always, the Quality Medium of Georgia

## ILLINOIS

*Bakers' Helper* (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. *The Inland Printer*, Chicago (OO). Actual average circulation for 1909-10, 16,902.

## KENTUCKY

*Louisville Courier-Journal* (OO). Best paper in city; read by best people.

## MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (OO).

Boston *Evening Transcript* (OO), established 1830. The only gold mark daily in Boston.

Boston, *Textile World Record* (OO). Reaches the textile mills. 6,000 guaranteed circulation. Worcester *L'Opinion Publique* (OO). Only French paper among 75,000 French population.

## MINNESOTA

The *Minneapolis Journal* (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## THE NORTHWESTERN MILLER

(OO) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

## NEW YORK

*Brooklyn Eagle* (OO) is THE advertising medium of Brooklyn.

*Army and Navy Journal*, (OO). First in its class in circulation, influence and prestige.

*Century Magazine* (OO). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

*Dry Goods Economist* (OO), the recognized authority of the Dry Goods and Department Store trade.

*Electric Railway Journal* (OO). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

*Electrical World* (OO) established 1874. The leading electrical journal of the world. Average circulation year ending Nov. 30, 1910, 18,771 weekly. MCGRAW PUBLISHING CO.

**Engineering News (OO). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.**

*Engineering Record* (OO). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

*Hardware Dealers' Magazine* (OO). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 253 Broadway, New York City.

*New York Herald* (OO). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

*The Evening Post* (OO). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

*Scientific American* (OO) has the largest circulation of any technical paper in the world.

The *New York Times* (OO) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

*New York Tribune* (OO), daily and Sunday. Daily, now one cent—the best for the least.

## OREGON

*Better Fruit*, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The *Oregonian*, (OO), established 1851. The great newspaper of the Pacific Northwest.

## PENNSYLVANIA

The *Press* (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions Jan., 1911, sworn net average, Daily, 80,564; Sunday, 169,323.

## THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

*Providence Journal* (OO), a conservative enterprising newspaper without a single rival.

## TENNESSEE

The *Memphis Commercial Appeal* (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial Appeal* passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

## WASHINGTON

The *Seattle Times* (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The *Milwaukee Evening Wisconsin* (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

## CANADA

The *Halifax Herald* (OO) and *The Evening Mail*. Circulation 18,768, flat rate.

## Business Going Out

Business going out from the Chambers Agency, of New Orleans, recently included ten inches, eight times in Arkansas, Louisiana and Mississippi papers, account of the Fain Seed Company; twenty-four inch copy to selected dailies in Arkansas, Louisiana and Texas, for "Deepwater" oysters. This agency is also adding some 400 or more new papers to the already large list carrying Luzianne Coffee advertising.

The Clicquot Club Ginger Ale Company, Millis, Mass., has made up a large list of newspapers in territory where its product is sold. Contracts amounting to over 6,000 lines are being made by the George Batten Company, New York City. The advertising will appear during the summer months.

Burnham & Morrill, Portland, Me., are placing some additional contracts for the advertising of their canned goods through the Morse International Agency, New York City. Magazines and women's publications are favored.

P. T. MacLagan, architect, will use a long list of monthly and weekly publications for the advertising of a series of books on home building. The Heller-Barnham Agency, of Newark, N. J., is to handle the business.

A large subscription campaign has been inaugurated by *Up-to-Date Farming*, Indianapolis. One hundred and sixty-line announcements are being sent to agricultural, mail-order and religious publications.

The Universal Pad Company, Philadelphia, is advertising its new Queen Coat Foundation through the Herbert M. Morris Agency, Philadelphia. Women's fashion mediums are used exclusively.

Talens & Son, manufacturers and importers of "Rembrandt Artist Colors," will use all the leading publications devoted to arts and crafts. This advertising has been planned and placed by Heller-Barnham.

The Boston *Globe* is using a large list of New England papers to advertise the Sunday edition. Copy is sent out once a week through H. W. Stevens, Boston.

The Siegfried Company, of New York, is sending out new orders for the physical culture system of Prof. Henry W. Titus, New York.

The account of the Waltham Watch Company is being placed by the Federal Advertising Agency, of New York.

The seventy-two-times insertions of a ninety-line ad for the Hotel Savoy, New York City, will shortly commence in leading Spanish newspapers through the Beers Advertising Agency. The Ritz-Carlton, of New York, has also been running some ads in Cuba through the same agency.

Blumenstock Brothers Adv. Agency, of St. Louis, has inaugurated an extensive newspaper campaign throughout the South and West for the John T. Milliken Company, of St. Louis, makers of the Pasteurine line of toilet preparations. This campaign is to extend gradually over the entire country.

Horn-Baker Advertising Company, Kansas City, is sending out orders to farm papers published in the Middle West for the Knudson Manufacturing Company, St. Joseph, Mo., advertising sanitary poultry nests. Twenty-eight-line display copy is being used in February issues.

Leading fashion publications are being used for the advertising of "Cumfy-Cut Underwear," manufactured by Royce, Wheeler & Boyce, of New York City. The list will also include a selected list of dry-goods journals. The advertising is being placed by Heller-Barnham.

The Wadsworth-Howland Company, paint manufacturers, Boston, has given its advertising appropriation to the Walton Advertising and Printing Company, same city. This year most of the appropriation will be confined to trade papers.

The H. B. Humphrey Company, of Boston, is using local papers for the Traico cigar and is preparing an extensive newspaper campaign for the Pippin Cigar. Both products of H. Traiser & Co., Boston.

Maclay & Mullally Bros. are placing copy for P. W. Brooks, banker, in one metropolitan daily and some of the general magazines carrying financial sections.

The Gardner Advertising Company, St. Louis, is sending out copy and orders to a few standard magazines for the Packard piano, Chicago. Full pages will be used.

The Cleveland office is also placing the advertising of the United Rim Company, Akron, O., in the leading automobile trade papers.

The Pretzinger Catarrh Balm Company is sending out direct three-inch copy t.f. in the West.



Ross Bros., Worcester, Mass., are using agricultural papers and country life magazines through the Boston office of N. W. Ayer & Son. This office is also handling all of the advertising of the Gregory Seeds, of Marblehead. A large list of mediums including various classes of publications will be used during the spring.

The Dwinell-Wright Company, manufacturer of White House Coffee, has decided on its appropriation and list for the coming season. Orders are going out to a list of magazines and women's publications through A. T. Bond, Boston. Orders are from three to six half pages.

The B. F. Goodrich Company, Akron, O., is placing orders through the Gardner Advertising Company, St. Louis, in a large list of metropolitan dailies all over the country, advertising Goodrich tires. Seventy lines, one time a week, *t. f.*, is being scheduled.

Blanke & Hawk Supply Company, St. Louis, dealers in dairymen's supplies, will shortly place some mail-order copy in a selected list of agricultural papers published in the Middle West. The Charles H. Fuller Company's St. Louis office will place the advertising.

R. L. Biles & Co., St. Louis, advertising pecan orchards, are using a list of magazines, mail-order and farm papers. One hundred and twelve-line display copy is being used in February issues. Lord & Thomas, Chicago, are handling the account.

John F. Moran, of the Marlin Firearms Company, New Haven, states that the 1911 campaign of this concern will probably be continued along lines of previous work, using general magazines, sportsmen's publications and farm papers.

Agricultural papers are being used by the Remington Agency, New York, for the advertising of Chapin & Co., Chamber of Commerce Bldg., Boston.

Smith Bros. have sold the Waukegan, Ill., *Gazette*, to J. B. Hungerford, who recently disposed of the Carroll, Iowa, *Herald*.

The Geo. Batten Company is placing the advertising of the Brass-crafters, of Boston, in a select list of general mediums.

N. W. Ayer & Son are placing Western Electric advertising, fifteen inches, twelve times, in the Southern weeklies.

B. Altman is taking 1,000 lines for the coming year in Southern papers. W. H. H. Hull has the account.

The American Cigar Company is taking five inches thirty-nine times in Eastern papers, through B. J. Goulston.

Evans Chemical Company copy is to run two inches, sixty-eight times, in Texas. Blaine Thompson is placing it.



When you go gunning for real game, not ads, fill your hip pocket with 3-in-1

3-in-One is the one and only preparation that oils every delicate action part, making trigger, lock, ejector, magazine work without fault or falter. The only preparation that cleans barrels inside and out and removes every last minute particle of burnt powder residue. The only preparation that prevents rust in any weather in any climate.

Buy the big 8 oz. bottle—50 cts.; 3 oz.—25 cts.; 1 oz.—10 cts. All stores.

FREE! Send to-day for generous free sample and 3-in-One dictionary.

**3-IN-ONE OIL COMPANY**  
12 Broadway, New York



The Young Safety Razor Company, of Philadelphia, Pa., has transferred the direction of its advertising to Sherman & Bryan, Inc., of New York and Chicago. Magazines and newspapers will be used throughout the year.

The advertising of the Merchant & Evans Company, a leading metal house in the United States, has been placed in the hands of the Frowert Advertising Agency, Philadelphia.

An extensive campaign in New England for Clysmic Water is being prepared by the Ernest Goulston Agency, Boston. Daily newspapers will be used.

The P. B. Bromfield Advertising Agency is placing advertisements for the Chesapeake & Ohio Railway Company in a list of daily papers.

Sunday copy for the National Cash Register Company is going out through the H. E. Lesan Agency, New York.

Green's Capital Agency is placing 5,000 lines for one year in Texas papers for the Orrine Company.

Red Mills Cigarette copy is going out from the Frank Seaman Inc., New York, to newspapers.

Horlick's Malted Milk is being continued in the present list of papers on a *t. f.* basis.

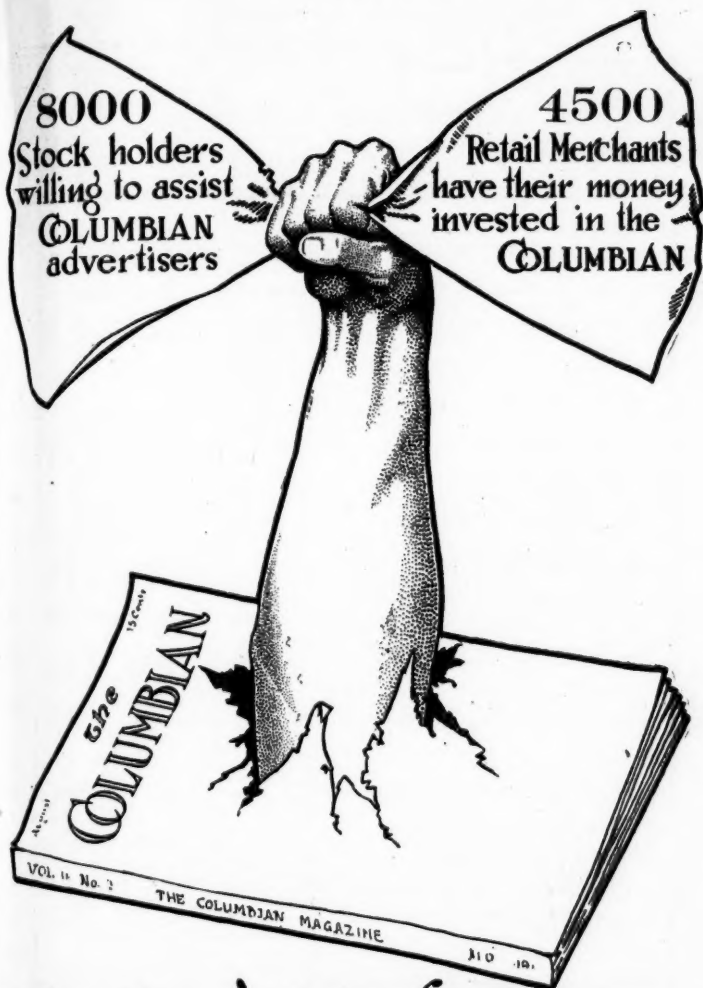
Collier's is distributing 10,000-line contracts through a selected list.

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# The Strong Arm of Business COLUMBIAN MAGAZINE

H. C. Daniels  
New England Rep.  
Barristers Hall  
Boston, Mass.

F. M. Raymond  
Advertising Manager  
1 Madison Avenue  
New York

Hugh Kapp  
Western Adv. Manager  
Peoples Gas Building  
Chicago

# The Globe

TORONTO

## Off to a Good Start

The advertising columns of *The Globe* for January, 1911, show the healthy increase of 194¾ columns over the record of January, 1910—and January, 1910, was a big month, having shown an increase of 321 columns over January, 1909.

The *Globe's* prosperity is not confined entirely to its advertising. The circulation shows an increase of over 5,000 copies per day during the past six months.

### Remarkable Results

It will be generally admitted that electric motor cars are not the easiest article of commerce to sell directly through advertising, but Mr. Eugene Creed, Sales Manager of the Toronto Electric Light Co., Limited, informs *The Globe* that as a result of a 400-line advertisement in *The Globe* he had six inquiries, and of these he knows of two purchases aggregating in value over six thousand dollars. In Mr. Creed's own words, "*The Globe's* circulation represents one hundred per cent. of buying power."

# The Globe

TORONTO

CANADA'S  
NATIONAL  
NEWSPAPER